

ENGLISH

CALLAN  
SCHOOL

**BROCHURE**

ENGLISH IN A QUARTER  
OF THE TIME!

## ENGLISH IN A QUARTER OF THE TIME !

### Introduction

The Callan School has invented a Method that teaches English in a quarter of the time taken by any other method on the market and consequently has reduced the cost of studying to a quarter.

Because the truth of such an extraordinary claim cannot be proved in a few words, the student is asked to read very carefully this rather long brochure and also the Preface found at the front of the Student's Book that the School will loan him during his Trial Week. He will find that it is impossible for anyone to read the Preface and not be totally convinced that the Callan Method really does teach English in a quarter of the normal time.

Clearly it is well-worth the student's time to read this Preface (even though it might take him an hour or so) as it will save him three-quarters of his studying time and three-quarters of his tuition fees.

Like the Preface, this brochure is mainly aimed at the extreme sceptic who finds it difficult to believe that a method can possibly exist that teaches English in a quarter of the normal time – it sounds humanly impossible! People who are not sceptical by nature believe it after a mere ten-minute explanation, purely on the strength of its main evidence. The extreme sceptic, on the other hand, needs to have all his questions answered before he can accept the Method's claims – and it is these answers that this brochure provides.

The Callan Method has always had to face this problem of disbelief. Unfortunately, that which is difficult to believe is easily attacked – especially by those who have a vested interest in attacking it, which is why this brochure and the Preface to the Student's Book have to be so long. The proof of the Method has to be exhaustive, otherwise it is in danger of being misunderstood and ridiculed.

There is no need, however, for schools in London to attack the Callan Method, as it is freely available for them to use.

The brochure is divided into three parts. The student can, if he wishes, initially just read Part One, which proves the claims of the Method, then later read Part Two, which goes into greater detail, whilst Part Three is mainly about fees and terms and conditions. The student should then keep the brochure for future reference, as it contains all manner of information and explanations.

If, of course, the student accepts the logic of the Callan Method's claims, and has already decided to sign on at the School, he need not read this brochure in any depth. The brochure is really for those who need positive proof.

## PART ONE

### The Cambridge figure

According to figures published by the University of Cambridge, it takes the average beginner student, studying 3 hours a week, at the average private school throughout the world, about 350 hours (4 academic years) to reach the level of the internationally famous Cambridge Preliminary exam. The Callan Method, as used by Callan Method schools throughout the world, gets him there in a mere 80 hours (one academic year), and to the Cambridge First Certificate in 160 hours (2 academic years) compared to the 700 hours (8 academic years) taken by other methods.

### The guarantee and free lessons

Because the Callan School does not expect anyone to believe this – as it sounds quite impossible – it gives every student a written guarantee that, if he (or she) fails the Cambridge exams (or any other exams at the same level) in the number of hours the School predicts, it will give him free lessons until he is successful – the number of hours never being more than a quarter of those taken by any other school in London.

## **The School also gives a guarantee for the student's London studies**

The School also guarantees to get the student to a certain level of English whilst he is in London, as he might not intend taking the Cambridge exams or will not be in London at the time the exams are given. The School uses the Cambridge exams only as a yardstick to compare its Method results with those of other methods.

### **Payment on results**

At Callan Method schools **abroad**, if the student is sceptical about the claims of the Method, he can, if he wishes, pay on results, that is, he does not pay in advance, but at the end of each Stage of the Method. If he is not satisfied with the results, he does not pay. Such a system should prove to even the most extreme sceptic that what the School is saying is true, as under this system, the School does not get paid until it has produced the guaranteed results. At all other schools, the student is always asked to pay in advance (*with no refunds*).

### **Refunds**

At the Callan School in London, it is not possible to use the above system of "Payment on Results", as there is a constant movement of students coming and going from all over the world, studying one hour to three hours a day, for three weeks to nine months, causing enormous organisational and administrative problems. In place of such a system, the School gives the student a refund at the end of his studies. If, for example, the student had paid for a three-month course in advance, and the School has guaranteed to get him to paragraph **500** of the Callan Method in that time, and when he comes to leave, it is found that he has reached only paragraph **450**, i.e. **10%** short of the target, the School refunds him **10%** of his fees.

In addition to this type of refund, the School refunds the student if he has to cut short his studies for whatever reason. For example, if he has paid three months in advance and then finds he has to return to his own country after completing only two months of his studies, the School will refund him his third month's fees – charging him a £15 administration fee. No other school in London (possibly in the world) does this.

## **90% Pass rate**

For the Cambridge exams, the Callan School has an average pass-rate of about **90%** compared to the national average of about **70%**. As a typical example of its results:- In one Preliminary examination session, out of **38** students taking the exam, only **4** failed, and **3** of those that passed had never studied English before, and had studied an average of only **66** hours with the Callan Method.

### **Valid by law**

The Callan guarantee is not just some kind of publicity gimmick. It is valid by law, as it is severely against the law in England to give worthless guarantees. If the School did not keep to the terms of its guarantee, the student could contact the "Consumer Protection Council" (a British Government organisation) Tel: 0181 369 2007, or write to P.O. Box 1155, London SE25 5WY, and ask it to take legal action against the School.

### **Illegal advertising**

It is also severely against the law in England to make false statements in publicity. The School could therefore not put on the cover of its books "*English in a quarter of the time !*" if it were not true. It could be prosecuted by the Government under the "Trades Description Act". This alone proves the claims of the Method must be true.

### **The logical argument**

And then, of course, there is the logical argument. The School is not selling fake gold watches on the corner of the street. If what it was saying was untrue, it would soon acquire a bad reputation. Only a fool would claim to teach English in a quarter of the time if it were not true. Callan Method schools abroad teach English to the employees of major international companies, and such companies do not pay, or convert to, the Callan Method until it is proved to them to their total satisfaction that the Callan Method really does teach English in a quarter of the normal time.

It is also well to remember that the Receptionists and teachers at the Callan School are not paid to tell lies. Many of the Receptionists themselves have studied at the School with the Callan

Method and passed the Cambridge exams – reaching the level of the exams in a quarter of the time they would have taken at any other school in London.

### **Trial Lessons**

Before signing on, the student is given a week of Trial Lessons (except in July and August) – which he pays for only if he signs on. This is to allow him time to read the Preface of the book he is loaned and to see how the Method works. Virtually no other school offers him this, as other schools are afraid he will not sign on.

It is very important for the student not to panic when first going into a Callan Method class or to jump to the wrong conclusions about the Method, as it will be quite new to him. The understanding of the Method and the feeling of its effects come after about four or five weeks.

It cannot be stressed enough to the student the importance of reading very carefully the Preface to his book, as it will convince him totally that the Callan Method really does teach English in a quarter of the time taken by any other method on the market, and that “*English in a quarter of the time!*” is not just some kind of publicity slogan. To get such a message across verbally to the student would take a School’s Receptionist a whole hour or more.

### **The Callan School is the largest in London**

The size of a school can be an indication of its successful teaching method. With its **2000** to **3000** students, its **70** classrooms, and its **70** or more teachers, the Callan School is the largest school in London – probably in Europe. The second largest school has only about **450** students, whilst the average school has only about **15** classrooms. The Callan School has grown to its present size until now with almost no advertising – most of its students coming from word-of-mouth recommendation of friends.

### **A large school means more accurate grading**

Generally speaking, at a small restaurant or a small hotel, one receives a better quality of service. This is not so with a school. As the average school in London has only about **15** classrooms, it can grade students into only **15**

categories (usually into only just Beginners, Intermediate and Advanced) at any given hour, which means that almost every student finds himself in an unsuitable class, and when he asks to be moved, the school refuses, because it has nowhere to move him to. Some schools have as few as **5** or **6** classrooms, which makes it impossible for them to grade students at all.

The Callan School, on the other hand, with its **70** classrooms, can grade them far more accurately into **70** categories, or levels, and place them into suitable courses exactly at their level – which means they learn much faster.

In order to maintain the personal touch and a friendly atmosphere, the Callan School has divided itself into departments which the student can relate to.

### **The School enters more students for the Cambridge exams**

Because the Callan School gets its students to the level of the Cambridge exams much quicker than other schools, it enters more students for these exams. In fact, it enters over **700** students a year, which is more than any one of the **1000** schools in England. The average school enters only **50** to **100** students a year.

### **Maximum of 12 to 14 students in a class**

Schools in London put a maximum of **8** to **20** students in a class, with the average maximum being **14**. The Callan School tries to keep its maximum to **12**, but with the enormous success of its Method, this is not always possible, which means it sometimes has to put **13** or **14** in a class. The only alternative to this would be to turn students away.

Although the maximum is **14**, it is well to remember that the average is only about **9**. The School keeps accurate statistics, and finds that each week the average almost never exceeds **9** per class, which means that the student, during the course of his studies, will sometimes find himself in a class of **14**, then perhaps later in a class of **10** or **7**, or even **5**, with the overall average being **9**. At other schools, if their maximum is **14**, their average can quite easily be as many as **12**, as they do not have sufficient classrooms to enable them to spread out their students.

### **Smaller classes at unpopular hours. Harmony is more important than size of class**

There is usually a better chance of being in a small class at the Callan School if the student studies early in the morning or in the afternoon. What is far more important, however, than the number of students in a class is the harmony of the class. Like a rowing team, if the students in a large class are able to move together harmoniously at the same speed as each other, they will learn faster than a small class of students who learn at different speeds.

Naturally, in a class of **14** the student receives only half the speaking time of a student in a class of **7**, but the amount of reading, writing and listening time remains the same. Being in London, however, the student is able to enjoy more speaking practice outside the classroom than he would in his own country. If the student wished to be in a class of a maximum of **7**, it would mean having to pay double – which most students would not be willing to do.

### **Students in England require more classroom hours**

Whilst Callan students studying abroad take only **80** hours to reach the level of the Cambridge Preliminary, in London, they take **100** hours (**25%** longer). This is because in London they have to study in mixed-nationality classes, as is also the case at other London schools, which means that they are studying with students who have different problems from themselves – the problems of a Spanish student being quite different from those of a Japanese student. Also they study more hours a week over a shorter period of time, which can be quite tiring.

### **The Survey of London schools**

In order to find out how many hours the other schools in London take to get their average complete beginner to the level of the Cambridge exams, a student carried out a Survey (shown below), and discovered that the average London school takes approximately **600** hours (about **12** months) and charges **£3938** (at 1999 prices) for the complete preparation to get its average beginner student to the level of the Cambridge

Preliminary, whereas the Callan School, as stated previously, takes only **100** hours (about **3** months) and charges only **£489**.

For the First Certificate these figures are double, i.e. approximately **1200** hours (**24** months) at a cost of **£7876** at the other schools, compared to **200** hours (**6** months) at a cost of **£978** at the Callan School.

Naturally, students who are not complete beginners will take less time, whilst those who are below average will take more time.

As the above figures show, non-Callan students abroad who take **350** hours to reach the level of the Preliminary take **600** hours in London. This is because, having to study **3** hours a day in London, they learn very little in their third hour, due to tiredness.

### **50-minute lessons**

As lessons at the vast majority of the schools in London (including the Callan School) last **50** minutes, the Callan School's **100** hours for the Cambridge Preliminary will equal **120** fifty-minute lessons, and the **600** hours of the other schools will equal **720** fifty-minute lessons. The fees in the survey are based on the student paying **12** weeks at a time in advance.

Since the original Survey was carried out, three of the schools on it have moved out of central London. So their prices are not included.

### CAMBRIDGE PRELIMINARY FIGURES

School	No. of Lessons	No. of months At 3 lessons a day	Cost of complete preparation £
1 Sels	540	9	4,784
2 Cambridge	576	9½	3,692
3 Davies	648	11	-
4 Central	648	11	3,311
5 Inter. Hse	648	11½	6,669
6 St Antony's	688	11½	-
7 Pitman	688	11½	-
8 St Patrick's	720	12	5,040
9 Regent	720	12	5,558
10 Oxford Hse	828	14	3,030
11 Montaigne	828	14	1,532
12 Eden	972	16	1,827
Averages =	720	12	3,938
<b>CALLAN</b> (at 2 lessons a day)	<b>120</b>	<b>3</b>	<b>489</b>
Differences =	600	9	3,612

### CAMBRIDGE FIRST CERTIFICATE

School	No. of lessons	No. of months At 3 lessons a day	Cost of complete preparation £
1. Sels	1080	18	9,568
2. Cambridge	1152	19	7,384
3. Davies	1296	22	-
4. Central	1296	22	6,622
5. Inter. Hse	1368	23	13,338
6. St Antony's	1376	23	-
7. Pitman	1376	23	-
8. St Patrick's	1440	24	10,080
9. Regent	1440	24	11,116
10. Oxford Hse	1656	28	6,060
11. Montaigne	1656	28	3,064
12. Eden	1944	32	3,654
Averages =	1440	24	7,876
<b>CALLAN</b> (at 2 lessons a day)	<b>240</b>	<b>6</b>	<b>978</b>
Difference =	1200	18	6,898

The monthly figures in the Survey are based on **3** lessons a day, except the Callan School figures, which are based on **2** lessons a day.

For a student to pay around **£8,000** at one of the other schools in London for a complete preparation for the Cambridge First Certificate when he can get *exactly* the same result at the Callan School for about a mere **£1,000** is like a man paying **£8,000** for a non-guaranteed car when he could have *exactly* the same car (guaranteed) for **£1,000**. It is sheer madness.

#### Too good to be true

These figures are so phenomenal that the student cannot be blamed for thinking them ridiculous and an insult to his intelligence. They are too good to be true. Therefore, they cannot be true. There must be some trick somewhere. The student cannot see where the trick is, but it must be there. Like watching the magic act of sawing a woman in half, he might not know how it is done, but it is obvious that there is a trick in it.

As previously stated, the problem with the Callan Method is that it is so exceptional it is extremely difficult to believe. How can a method teach English in a quarter of the normal time? In one year instead of four! Nonsense! Impossible! Fortunately, these figures can be checked by the student. All he has to do is take the cost per lesson each of the other schools charge (when students pay **12** weeks in advance) and multiply it by the number of lessons each school tells him it takes to get its average complete beginner to the level of the Cambridge First Certificate, and compare the figures with those given him by the Callan School on his guarantee.

#### The schools on the Survey serve only as an example

The **12** schools on the Survey could have been any of the **30** or so schools in central London, or anywhere else in the world, as the situation is the same at private schools of English throughout the world. The **12** schools are no better and no worse than any other school. They represent a cross-section of schools, serving just to show, in reality, how long the average school takes to get its average student to the level of the Cambridge exams compared to that of the Callan School.

## One lesson compared to 7½ lessons

It will be noticed that the two cheap schools on the Survey take an average of **900** lessons to get their students to the level of the Cambridge Preliminary compared to the **674** lessons of the other ten schools and the **120** lessons of the Callan School. This means that the Callan student learns as much in one hour (paying **£4.08**) as he would in 7½ hours (paying **£14**, i.e. **£1.87** a lesson) at one of the cheap schools.

## It is the cost of the complete preparation that counts

It is, however, not the cost per lesson that counts, but the cost of the complete preparation. The two cheap schools charge an average of **£1680** for the Cambridge Preliminary compared to the Callan School's **£489** and the **£4583** of the other ten schools.

## The number of words taught per lesson; and cost per word

The following Chart shows how many words per lesson the student is taught at each of the **12** schools on the Survey. As can be seen, the average is **3.1** words per lesson. These figures are arrived at by dividing **4400** words by the total number of lessons the school takes to get its average beginner student to the level of the Cambridge First Certificate.

Cambridge University publish a Lexicon of the **4400** words that the student taking the First Certificate is expected to know. Naturally, the student is also taught how to use these words correctly in any sentence together with the grammar that goes with them.

As can be seen, in comparison with the average of **3.1** words taught by the other schools, the Callan School teaches **18.3** words a lesson.

The Chart also shows how much each word taught costs the student. The average is **£1.79** a word compared to the Callan School's **22p**. These figures are arrived at by dividing the complete cost of the preparation by the **4400** words taught.

Again, these figures are absurd! They are ludicrous! How is it possible for a school to

teach **18.3** words a lesson when all the other schools teach only an average of **3.1** words?

It cannot, therefore, be stressed enough that these figures are correct, as is everything else in this brochure, and can be checked. It is the Callan Method's extraordinary results that make its claims so difficult to believe. Nonetheless, they are true.

Name of school	No.of words taught per lesson	Cost per Word Taught
1) Sels	4.1	2.17
2) Cambridge	3.8	1.68
3) Davies	3.4	-
4) Central	3.4	1.51
5) Inter. House	3.2	3.03
6) St Antony's	3.2	-
7) Pitman	3.2	-
8) St Patricks	3.1	2.29
9) Regent	3.1	2.53
10) Oxford House	2.7	1.38
11) Montaigne	2.7	0.70
12) Eden House	2.3	0.83
Averages =	3.1	1.79
<b>CALLAN =</b>	<b>18.3</b>	<b>0.22</b>
Differences =	15.2	1.57

## The speed of learning does not depend largely upon the student

The student might think that what he learns at a school depends largely upon himself, and that a cheap school is therefore just as good as any other. This, however, is not the case. The speed at which a student learns depends to a great extent on the quality of the school and its teachers, but above all on the method it uses. The student cannot progress any faster than the class he is in.

## Sels, Cambridge and the Berlitz

The figures given by the two schools Sels and Cambridge on the Survey are rather low, and are therefore probably not for complete beginners. The Berlitz is not included in the Survey as, at the time, it did not take complete beginners or prepare students for the Cambridge exams.

## **The protest of the schools**

The schools on the Survey tried to take legal action against the Callan School, complaining that it was not possible to define an “average student” or a “complete beginner” and that the figures on the Survey were incorrect. Such complaints were not upheld. There is an “average” in every field of human activity, and a “complete beginner” is obviously someone who knows virtually no English, whilst as for the correctness of the figures, these were given by the schools themselves to the student who conducted the Survey.

The schools were obliged to drop the action against the Callan School, for, if they had shown that they did not know the correct figures for the “average complete beginner”, it would have made them appear incompetent, whilst if they had refused to give the correct figures, it would have appeared that they had something to hide. In any case, whatever the schools might claim to be the real figures, they are of no value if they are not supported by a written guarantee. Without giving a guarantee a school can invent any figures it wishes.

## **The ethics of the Survey**

The Survey proves quite unequivocally that the Callan Method teaches English in a quarter of the time taken by any other method on the market. Under the Fair Trading Act it is against the law in England to falsify such Surveys. The Callan School is therefore being quite legally and ethically correct in publishing the above figures. By law it is the customer’s right (under the Trades Description Act) to know exactly what he is buying before he buys it, and also it is perfectly legitimate to publish comparisons between various products if what is said is true. For example, Volvo have in the past advertised in the following way: “Why is the Volvo twice as good as the Fiat, Ford and Volkswagen?” – Answer: “Because it only needs servicing every 6,000 miles, whilst they need servicing every 3,000 miles”.

## **Not an attack on other schools**

The Survey is not, however, an attack on other schools. As already stated, it just serves to show how the Callan Method results compare with the traditional methods used by other schools.

## **The ethics of the other schools**

As the Callan Method is freely available on the open market for any school to use, it could be argued that the schools in London are themselves behaving unethically by not using it, and are therefore obliging their students to study four times longer (i.e. **20** months instead of **5**) than is necessary.

## **Some schools have lowered their hours**

When the student carried out the Survey by asking the schools how long they took to get their average complete beginner to the level of the Cambridge exams, they did not realise they were under investigation and so gave him the correct figures. Today, some of those schools have lowered those figures to **300** hours (**5** months) for the Preliminary and **600** (**10** months) for the First Certificate, which they know very well they cannot achieve, and which are still treble the Callan figures. Any student making enquiries should ask to see evidence of the schools’ claims. The Callan School gives *its* evidence in the form of a guarantee.

## **The real figure is 1688 hours**

In reality, the figures the schools give the students are not the real figures at all. Anyone who has been in the English-teaching profession for any length of time knows that the real figure is **1688** hours for the First Certificate (including **338** hours of homework). The student who carried out the Survey was told this in confidence by four people working in the English-teaching business.

## **The Polytechnic figures**

These figures are also confirmed by the Polytechnics (now sometimes called universities) in London that run three-year courses for foreign students wishing to prepare from zero for the First Certificate. Unlike many private schools, these Polytechnics employ teachers with degrees in English or foreign languages, so if *they* cannot get a result in less than **1688** hours, private schools certainly cannot.



## **The slowest Callan student is faster than the fastest non-Callan student. The record for the Callan Method is 87 hours compared to 400 hours by other methods**

The ex-Principal of International House, one of the largest and longest established schools in London, has stated that he has never known, in his 39 years of experience, a student to pass the Cambridge First Certificate in less than 400 hours. The record for the Callan Method is 87 hours, achieved by a student at the Olivetti company in Italy. Any Callan student taking 400 hours would be considered painfully slow.

### **No homework**

With the Callan Method, there is little or no homework. With other methods, the student has to do 15 minutes of homework for each hour spent in the classroom, thus adding 25% to his studying time.

### **The other schools in London are afraid of the Callan Method**

Quite naturally, the other schools in London and abroad are afraid of the Callan Method. The Callan School has offered the Method to them free of charge, but some have refused to use it (or even try it), and so they attack the Callan School and its Method. They think that, as the Method teaches English in a quarter of the normal time, they will lose three-quarters of their income. They fail to understand that, when something becomes quicker, cheaper and easier, more people, i.e. customers, avail themselves of it and come onto the market. Teachers are also afraid of the Method, as they erroneously think it takes away their independence in the classroom, and lowers their social status, as anyone without qualifications or experience can learn to teach with it in five days.

### **The Method is on the Internet and in the shops**

This opposition to the Method, however, has now been overcome by the Method being put onto the Internet and into the bookshops throughout the world for anyone to use. The students in their home towns will now be able to

put pressure on their private schools, state schools and universities to use it.

### **Check the Callan figures with the other schools**

If the student finds it difficult to believe that the other schools take so long to get their students to the level of the Cambridge exams, he can ask them how long they will take to get him, personally, to the level of these exams, and will they give him a guarantee. He will, of course, find that they do not give guarantees. Therefore, any figures they give him will be worthless. They will also tell him that, how quickly he learns will depend on him. This, of course is true (even the Callan School has fast, average and slow students), so he has to ask them how long they will take with him personally if he turns out to be an *average* student.

### **£1000 Reward**

In order to help convince the sceptic that the Callan School really can teach him English in a quarter of the time taken by any other school in London, the Callan School will give him £1000 if he can find any school in London (not using the Callan Method) that gives all its students, at the beginning of their studies, a written guarantee of success in the Cambridge Preliminary and First Certificate exams (and free lessons if they fail) in less than four times the number of hours guaranteed by the Callan School. For example, if the Callan School has given the student a guarantee for 100 hours (excluding, of course, the percentage added for lateness and absenteeism) for the Cambridge Preliminary, it will give him £1000 if he can find a school that will give him a guarantee for less than 400 hours.

### **Little has changed since the time of the pharaohs**

As the student well knows, if he goes into any bookshop anywhere in the world, he will find an enormous number of books on the teaching of English as a foreign language. Some claim to have discovered a new and more effective way of teaching, and virtually all will have pictures or photographs of well-known places and famous pop stars or film stars. Every few years many of these books are replaced by more up-to-date versions under different authors' names and

with photos of more recent pop stars and film stars. On closer examination, these books bear a considerable resemblance to one another, and, in fact, usually demonstrate that very little has changed in the teaching of foreign languages over the last fifty years, or even since the time of the pharaohs. They have the same old grammar exercises; translations; use of dictionaries; writing exercises and free conversation – with, of course, the same old results. Any improvement in the learning of English over the last fifty years has been due to tapes, videos, films and the student's ability to travel, and very little to do with any improvement in teaching techniques.

### **Most schools are much the same as one another**

Most private schools of English use much the same books (depending upon the fashion of the day), and most of their teachers are trained in similar teaching techniques (again, depending on the fashion of the day) and in similar training establishments. Consequently, there is not too much difference between one school and another. Any important difference will lie in how well the schools are organised, how well their teachers are supervised and how seriously and conscientiously the schools take their job.

The Callan School and its Method, on the other hand, have revolutionised the whole process of language learning, with phenomenal guaranteed results.

### **How the Method obtains its results**

The student might wonder how the Callan Method obtains its phenomenal results. It would take many pages to explain how, but, very briefly, by a continual process of question-answer work in the classroom (which means that the students and teacher are speaking the whole lesson), the Method conditions the students to *think* in English without them noticing it happening. Because the students are constantly being bombarded with questions throughout the lesson, which they are forced to answer, they have to concentrate for 60 seconds of every minute. With other methods, the students are listening to what is being said in the lesson for only about **25%** of the time. The rest of the time their minds are wandering. It is not, therefore, that the Callan Method teaches English four times faster than other methods, but that other

methods teach English four times slower than the Callan Method.

### **Companies using the Method**

As already mentioned in this brochure, many large international companies abroad, such as IBM, HONEYWELL, FIAT, OLIVETTI, PHILLIPS etc., use the Callan Method for teaching their employees English.

### **Famous students**

Several well-known, or famous, people have attended the Callan School, including Gabriel Garcia Marquez, the Colombian Nobel Prize winner for literature; the wife of Dario Fo (another Nobel laureate); and Paolo Volponi, an Italian novelist.

### **Articles in the press**

Various, unsolicited articles about the Callan Method and its remarkable results have appeared in newspapers and magazines throughout the world. They can be seen on the walls of the School. Such articles are not written without a careful investigation of the Method.

### **1999 figures**

The figures for fees in this brochure are those of 1999. They usually increase by **5%** to **15%** per year according to the individual school. For present fees the student should refer himself to the Schools' current fees lists.

### **Exams**

Although most Callan students take the Cambridge exams (as they are internationally better known than other exams), the Callan School also prepares students for any exam – Oxford, ARELS, R.S.A., Trinity College etc. Once the student has reached the level of these exams with the Callan Method, all he needs is a few lessons of examination technique based on past examination papers to prepare him specifically for these exams.

## **Comparison of Cambridge Certificates with certificates of other examining bodies**

If the student wishes to know how the Cambridge Certificates compare with other certificates, the English-Speaking Union's "Nine-Level Scale" states that a "pass" in the **Cambridge Preliminary** is equal to a "pass" in the Oxford Preliminary and the ARELS Preliminary and just below the "Basic" level of the RSA (Royal Society of Arts), whilst a "pass" in the **Cambridge First Certificate** is equal to a "very good pass" in the ARELS Preliminary, or a little below a "pass" in the Oxford Higher Certificate, or a "pass" in the RSA "Intermediate". Although the "Nine-Level Scale" is now out of print, the Callan School still has a copy of it on its walls. It serves the purpose of giving the student a rough idea of how the various certificates compare.

### **A Centre for the Cambridge exams; though not a member of any teaching body**

The Callan School is not a member of ARELS or the British Council or any other organisation, as it has little need to advertise. Also, because of its revolutionary method, it prefers to remain independent of all professional organisations. It is, however, a recognised centre for the Cambridge exams.

### **Preparations for all the Cambridge exams**

In addition to the Preliminary and First Certificate, the Callan School prepares students for KET (Key to English Test), which is below the level of the Preliminary; the Advanced, which is above the First Certificate; and the Proficiency, which is above the Advanced.

### **The Method is infallible**

Virtually anyone can learn with the Callan Method. If this were not so, the School could not guarantee every student success in the Cambridge exams.

### **Easy, interesting and pleasant**

Students find the Callan Method easy, interesting and pleasant. If this were not so, they would be unable to learn in a quarter of the normal time.

## **Learning fast means learning well**

Unlike other subjects, a language is best learnt at speed. The Callan student not only learns fast, but through constant repetition, he never forgets what he learns.

### **Suitable for all students and all purposes of study**

The Callan Method is suitable for students of all ages from 7 to 70; for all nationalities; and for all purposes of study.

### **The Callan School teachers are carefully selected**

All Callan teachers are very carefully selected, trained and supervised; and have a natural flair for teaching.

### **Opening hours**

The School is open from 8.30 am to 8.30 pm every day of the year except Saturdays, Sundays, and Public Holidays.

### **Flexible Timetable**

The student can choose whatever number of hours he wishes to study per week, and whatever hours of the day he wishes to study, and can change his timetable whenever he wishes. This is almost never possible at other schools.

### **Any number of weeks**

The student can sign on for any number of weeks he wishes – 1,2,3,7,10 etc. This is seldom possible at other schools.

### **Starting and stopping**

The student can start, stop and re-start his studies at any time without damaging his studies or forfeiting his fees, and he does not have to book his course in advance. This is almost never the case at other schools.

### **Home Office Letters**

Any student studying 3 hours a day and requiring a Visa can be given a letter from the School for the Home Office.

## Accommodation

Through the Britannia agency, the Callan School helps students find accommodation – Hotels, Hostels, Flats, Bedsitters, or with English families. (see end of brochure)

## Social activities

The School maintains a very pleasant and sociable atmosphere. Each evening the students and teachers can meet socially; and every now and again the School organises an outing or a disco party. As regards theatre, opera, ballet and excursions to places of interest, the School puts students in touch with various agents. London is very well organised in these matters.

## Fees

The Callan School is neither cheap nor expensive. It aims to be in the lower-middle section of the price range, so that it is not beyond the reach of any student.

## No extra cost for Cambridge exams

Unlike most other schools, the Callan School does not charge extra for preparing the student for the Cambridge exams, except for the marking of compositions.

## No need to book in advance

As already stated, the student does not need to book his course in advance, even from abroad, and consequently does not need to make any deposits or advance payments to secure a place on a course (a place is automatically guaranteed him), and he does not have to sign anything or agree to any terms of enrolment.

## Callan Method schools abroad

More than **20,000** students at over **50** schools abroad already use the Callan Method in such places as:- Rome, Milan, Sorrento, Frascati – Barcelona, Granada, Valencia – Paris, Bordeaux, Nantes – Warsaw, Krakow, Lublin – Tokyo – Rio de Janeiro – Rhodes. This is a remarkable number of schools considering that the largest chain of schools in the world has only 300 schools.

Now that the Callan Method is on the international market, via shops and the Internet, for anyone to use, new schools using the Callan Method are opening up at the rate of almost one a day. For the full up-to-date list of schools, please ask in the School's Reception or see the list on the walls of the School.

## Students moving from one Callan Method School to another

One of the advantages of the Callan Method is that students can move from one Callan Method school to another without any interruption in their studies. They can pick up their studies at their new school at more or less the same point at which they left them off at their old school.

## One of the oldest schools in London

The first Callan School was opened in **1960**, which makes it the **fourth** oldest established school in London.

## The Callan School Guarantee

The following is a sample copy of the Callan School guarantee. It is a simplified version. The full version can be found later in this brochure, or in the Preface to the Student's Book.

### CALLAN SCHOOL

#### GUARANTEE

This document guarantees **Mario Rossi** success in the **Cambridge Preliminary** exam at the end of a preparation of **150** fifty-minute lessons by the Callan Method. The figure includes the **25%** the School adds to cover such things as lateness and absenteeism. The preparation will take **3½** months (at **2** lessons a day). If after this number of lessons the exam is not passed, the Callan School will give the student free lessons until he is successful.

At **£3.96** per lesson the complete preparation will cost the student **£594**. At any other school in London the complete preparation would take at least **600** lessons, i.e. **9** months at **3** lessons a day, and cost an average of **£2418**. For the **Cambridge First Certificate** these figures would be double.

With the Callan Method consisting of **632** pages for the **Cambridge Preliminary**, it will mean the

student is guaranteed to cover an average of **4.21** pages per lesson. With this figure, the student can monitor his own progress and ensure that at no time does he pay for more hours than he has been guaranteed.

Date..... Signature of School .....

Note: In reality, **100** hours equals **120** fifty-minute lessons to which the School would add about **25%** for lateness and absenteeism and give the student the guarantee for **150** lessons. The student might also pay less (or more) than **£3.96** per lesson depending on the manner in which he pays.

### **A magazine article on the Callan Method**

The following article appeared in the EFL (English as a Foreign Language) Gazette in 1986. Mr David Morgan, who investigated the claims of the Callan Method, is an Oxford professor and has been associated with the teaching of English as a foreign language for over 45 years and, as a member of the British Council Institute, is an inspector of language schools. He was not able to commit himself to finding the Callan Method four times faster than any other method because, in order to do so, he would have had to keep his own statistics on Callan students independently of the Callan School for about a year or more, which was not part of his investigation. It is sufficient, however, that he found the Method faster than any other he had ever known in his 45 years' experience. That it teaches English four times faster is proved by the guarantee which goes with the Method.

Despite the fact that 4,000 copies of the article were sent to schools all over the world, not one school enquired about the Method. This is the equivalent of an article appearing in an international medical magazine to the effect that a cure for cancer had been discovered and checked by one of the highest authorities in the field of medicine, and not one hospital or doctor contacting the inventor for further information - not even out of curiosity. This, unfortunately, is the fate of so many inventions when they first appear.

The Duke of Edinburgh is the titular head of the English-teaching profession and chairs the

English-Speaking Union's "English Language Committee" at Buckingham Palace twice a year.

The profession's fear of the Method and the fear of losing three-quarters of its income is so absolute that it is now only being overcome by the Callan Method being in the shops and on the Internet for the student himself to get hold of.

The article is as follows:-

### **FAST TALKING – DOES IT BRING FASTER RESULTS?**

Few EFL institutions outside Oxford Street's Callan School when it comes to strong selling.

Its brochure proclaims a method that can "teach English in a quarter of the time taken by any other method on the market". The school backs up its claim with a survey of a dozen London schools, showing how long each would need to take an average beginner up to the level of the Cambridge First Certificate.

Callan's average is 200 hours at a cost of £600, the rest average 1,186 hours at a cost of £3,635.

As the brochure admits, the claim is difficult to believe. In support of the claim, the brochure puts forward a variety of evidence. The Duke of Edinburgh no less, has "had the Callan Method put to the test and found its claim to be justified". It says Callan students listen and speak four times as much as students at other schools. The claim must be true, it goes on to say, since false claims are against the law and would be bad for business. It also promises that if any students fail the Cambridge Preliminary exam or the First Certificate in the predicted number of hours, the school will give them free lessons until they are successful.

This evidence hardly constitutes proof, but Mr Robin Callan, principal of the school, did indeed contact the Duke of Edinburgh at the end of 1982, who then contacted the English-Speaking Union. They asked Mr David Morgan, a member of their English Language Committee, to investigate the school's claims.

A message from Mr Morgan, via the English Speaking Union, confirmed that he visited the school and reported in September 1984 that the

method worked and was faster than other methods. He would not, however, commit himself to finding it was four times as fast.

Mr Jon Home, director of the Oxford Street Callan School, provided answers to some of the questions readers of the brochure might be prompted to ask.

### **First of all, what is the claim to teach four times as fast based on?**

“It’s based on the statistics. Originally the statistics came from Cambridge, who stated that the average beginner would take 640 hours to reach First Certificate level. Our statistics were originally based on the first Callan School which was in Italy. They worked out at 160 hours for our students to reach that level.”

### **But isn’t it a difficult question for a school to answer generally, how long it would take a beginner to get up to First Certificate level?**

“Why should it be? Why should a student be obliged to pay £1,000 for a course and at the end of it have no guarantee that he is actually going to learn anything? Let’s say I want to learn Polish. I want to know how many lessons it will take me to reach a certain level”.

### **How does the guarantee operate?**

“When students arrive they are graded for level and also for speed of assimilation. They are then given a written guarantee that they will reach the level of First Certificate or Preliminary English Test in a certain number of lessons. If this is not achieved, the student receives free lessons until he has reached that level.”

### **How many students fail after doing the stipulated number of lessons?**

“About five in a hundred”.

### **What about the results from the last First Certificate Exam?**

“Seven students failed, having done the number of stipulated lessons. Three of them have taken up the offer of free lessons. The others can come back whenever they like”.

### **Is the Callan Method chiefly about passing exams?**

“No. Our main aim is to teach people English. Exams are a by-product. The reason we give a guarantee based on the Cambridge First Certificate is that it’s the most internationally known and recognised in the world”.

### **How does the method work, why is it so much faster?**

“There’s a highly structured set of course material which teachers are trained to use. The teachers are interchangeable – you have the Method there, everybody teaches like that and all the students get the results. No time is wasted in the lessons and there’s no problem of good and bad teachers.”

### **Urgency**

“There’s also a high degree of urgency – teachers are trained to speak at 240 words a minute, rather than the 180 words of normal conversation. Students are continually revising what they’ve done before. Everybody starts at page one of book one and goes back to it next day, working through the material more quickly the second time through.

Everything is repeated at least five times, often ten times. It just becomes automatic – they know how to say something without thinking about it”.

### **It sounds like a Berlitz-type of course with a structured-teachers’ book and a lot of repetition – how does it differ from say, Berlitz?**

“It’s far more structured than Berlitz. Whenever we ask a question we want the longest answer possible. For example, ‘Is it pleasant to walk in the rain?’. That’s repeated, we ask the question twice, and the answer we want is ‘No, it isn’t pleasant to walk in the rain’.”

### **It sounds a bit boring for the teachers – do you have a high turnover of teachers?**

“Most people have a high turnover of teachers. Whether we have a higher turnover than other schools – I don’t think so.”

## Cambridge Preliminary exam results

The best yardstick for comparing one method of teaching English with that of another is the Cambridge Preliminary exam. With the Cambridge First Certificate, the student could have studied English for several years in his own country – at state school, private school, university etc – and already be at a high level before he enrolls at a school in London. All he then needs is just a few months' preparation for the exam. The school that prepares him cannot, therefore, claim to have taught him English. All it has usually done is taken him through past examination papers and given him practice in exam technique.

Nearly all schools claim a high success rate in the Cambridge First Certificate, but this is no indication of their ability to teach. And, in any case, most schools only enter students for exams they are virtually certain will pass. This is so that the school can boast of a **90%** pass rate. The Callan School, on the other hand, enters any student wishing to take the exam.

The reason the Preliminary is the best yardstick is that most students taking it have been taught all, or nearly all, their English at the school at which they take the exam. Even if they had studied English for a few years at a state school in their own country, it usually means they had studied so badly that they could be considered beginners when they started at a school in London.

The Callan figures for the Preliminary (as seen on the walls of the School) show that in **1988** a total of **107** students sat the exam and **94** passed, i.e. **88%**. In **1989**, **108** took the exam and **88** passed (**82%**), whilst in **1990** another **108** sat the exam and **87** passed (**81%**). Over a three-year period, therefore, **323** students took the exam and **269** passed, giving an **83%** pass rate – compared to the national average of about **70%**. Of the **17** Callan students in each **100** that failed, at least **12** had not completed their guaranteed number of lessons. At least **95%** would therefore have passed, had they all completed their course. The Callan School usually has only about **5%** of students fail the exam who have completed their guaranteed number of lessons.

Several Callan students take the exam before they have completed their course, on the off chance that they might pass – and many such students do in fact pass.

It will be noted that the March **1991** results show a **92%** pass rate.

The **323** students who sat the exam over the three-year period were of **24** nationalities:-

Algerian	Argentinean	Bangladeshi
Belgian	Brazilian	Chinese
Colombian	French	German
Greek	Italian	Japanese
Korean	Lebanese	Moroccan
Peruvian	Polish	Spanish
Sudanese	Swiss	Thai
Turkish	Venezuelan	Yemeni

In all, over **50** nationalities attend the School.

As the Callan School is a centre for the Cambridge exams, two or three students on the results lists are from other schools.

**Note:** In December **1991**, of the **90** Callan students who sat the **Cambridge First Certificate** exam, only **3** failed who had completed their guaranteed number of lessons, and had to be given free lessons. In June **1992**, **190** Callan students sat the exam – a record number for any school.

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The following are some typical results of an early Cambridge Preliminary exam taken by students of the Callan School. The four students to note are those that had never studied English before beginning with the Callan Method. Three of the four who passed did so in an average of **66** hours, whilst the one who failed had studied only **57** hours – a few more hours would have brought him success.

The **31** other students who passed had studied an average of **62** hours with the Method, whilst the **3** who failed had averaged **71** hours: a few more hours (to complete their guaranteed number of lessons) would have seen them successful. It should also be noted that the very slowest Callan student who took **198** hours to pass the exam, did so in far less time than the **350** hours

calculated by Cambridge University as being necessary for the average student studying throughout the world, or the **600** hours taken by the average student at the schools in London shown on the Survey.

To save embarrassment the **4** students in the list that failed are not named.

No. Name	Pass/ Fail	Years Studied at State School	Hours with Callan Method
1. Leo Di Michele	Pass	3	4
2. Walter Papa	Pass	3	6
3. Bruno Martinelli	Pass	5	20
4. Philippe Spagnol	Pass	4	24
5. Laurence Bechu	Pass	7	26
6. Marc Daniel	Pass	8	26
7. Laurence Gereys	Pass	7	32
8. Claudia di Nasso	Pass	5	33
9. Gualtierio Fenu	Pass	2¼	35
10. Daniele Gareddu	Pass	7	35
11. Erminio Bonetti	Pass	7	40
12. Paolo A Bollato	Pass	7	41
13. Raffaella Queirolo	Pass	7	41
14. Jean-Paul Augier	Pass	never	46
15. Enrico Pierotti	Pass	6	50
16. Hulya Evsen	Pass	1	57
17. Ferruccio Violi	Pass	3	57
18. Rafiu Aileru	Pass	3	64
19. Elisa Pretotto	Pass	8	64
20. Cecilia Pantaleo	Pass	never	65
21. Peter Hafner	Pass	2	68
22. Maria Francello	Pass	5	68
23. Laurence Levy	Pass	5	72
24. Michael Stephen	Pass	6	72
25. Cinzia Mariani	Pass	5	78
26. Emanuela Morini	Pass	3	82
27. Elvio de Marchi	Pass	3	82
28. Luigi Faralli	Pass	never	87
29. Luca Ferretti	Pass	5	89
30. Monica Moro	Pass	5	92
31. Erminio Tamponi	Pass	1	117
32. Carmen Castellanos	Pass	3	117
33. Fabienne Degousee	Pass	9	131
34. Gloria Nwiue	Pass	6	198
.....			
35. ....	Fail	3	41
36. ....	Fail	never	57
37. ....	Fail	3	66
38. ....	Fail	5	108

## Further, and more recent, Preliminary results

The following are some more recent Preliminary exam results of **1996** and **1997**. They show that out of the **114** students that took the exams in the three sessions, **101 (89%)** passed. They are typical of any year of Callan Method results as are all the results shown in this brochure.

Date	No. that sat the exam	Passes	Percentage pass rate
Dec 1996	39	34	87%
March 1997	32	28	88%
June 1997	<u>43</u>	<u>39</u>	<u>91%</u>
Totals	114	101	89%

Listed below are the names and results of the students who sat the June **1997** exam shown above. Out of the **39** that passed, **5** had never studied English before beginning with the Callan Method. The Italian student in the list, who had never studied English before, passed the exam after only **93** hours of study with the Method, which is normal for a Callan student who speaks a Western-European language, and is about a quarter of the **350** hours Cambridge University calculates that such a student needs to study for the Preliminary. The Korean student took **126** hours, which is extremely good for a non-European student, whilst the two Polish students took **202** and **208** hours respectively, and the Brazilian student took **323** hours.

If the above figures are doubled, they will show how long such students would take for the Cambridge First Certificate. The Italian student would take a total of **186** hours, the Korean **252**, and the Poles **404** and **416** respectively, and the Brazilian **646** hours – compared to the **1200** hours taken by the “average” student at the other London schools and the **400** hours, which is the fastest the ex-Principal of International House states he has ever known, in his **39** years of experience, a student to take to pass the Cambridge First Certificate.

The actual results can be seen on request in the Callan School’s Reception.



Name	Nationality	Result
1. De Fanis	Italian	Pass
2. Pissavini	Italian	Pass
3. Giquinta	Italian	Pass
4. Napolione	Italian	Pass
5. Grapiglia	Italian	Pass
6. Samengo	Italian	Pass
7. Leoni	Italian	Pass
8. Bianchi	Italian	Pass
9. Visentini	Italian	Pass
10. Galuinska	Polish	Pass
11. Ziekina	Polish	Pass
12. Gabrys	Polish	Pass
13. Pielok	Polish	Pass
14. Godlewska	Polish	Pass
15. Morys	Polish	Pass
16. Tarkowska	Polish	Pass
17. Son	Korean	Pass
18. Kim	Korean	Pass
19. Yoo	Korean	Pass
20. Lee	Korean	Pass
21. Iwamoto	Japanese	Pass
22. Furuhata	Japanese	Pass
23. Suzuki	Japanese	Pass
24. Miyashiro	Japanese	Pass
25. Ferreira	Brazilian	Pass
26. Leao De Lima	Brazilian	Pass
27. Herve	French	Pass
28. Lombard	French	Pass
29. Fabregat	Spanish	Pass
30. Camara	Spanish	Pass
31. Kenar	Turkish	Pass
32. Martins	Portuguese	Pass
33. Gonzalez	Mexican	Pass
34. Pogidaev	Russian	Pass
<b>Never studied before</b>		
35. Gagliardi	Italian	Pass
36. Ann	Korean	Pass
37. Dziubinxka	Polish	Pass
38. Dubaj	Polish	Pass
39. Junquerira	Brazilian	Pass
<hr/>		
40. ....	Spanish	Fail
41. ....	Brazilian	Fail
42. ....	Korean	Fail
43. ....	Chinese	Fail

## Sample dictation results of the Callan Method

The following dictations show the kind of phenomenal results that are achieved by the Callan Method. A dictation is one of the best yardsticks for measuring a student's level of English, as it shows he can understand what he hears and can reproduce it correctly. In the case of the Callan student, he can also translate the dictation and use its vocabulary in any normal conversation.

The dictations were done by students more than 25 years ago in Italy where the Method was first developed. All the students were complete zero beginners. More recent results could have been used, but today, with satellite TV and easy travel, it is difficult to find whole classes of complete zero beginners.

The dictations show a cross-section of students – a boy of **6**, a girl of **11**, a man of **27** and a woman of **59**. Once again the results are so unbelievable that they must be fakes. How can Signor Coppola, the man of **27**, complete Book One of the Callan Method in **15** hours? It is humanly impossible! However, not only did Signor Coppola do this, but he went on to pass the Cambridge First Certificate in **110** hours, and was later beaten by a Signor Morandotti of Olivetti who passed in **87** hours. More details of these dictations can be found in the Preface to the Callan Method's Student's Book.

Samples of dictation results

A man of 27, who completed Book One of the Callan Method in 27 hours, from Zero

████████ COPPOLA 2, PIRAO STREET ██████████

I HAVE STUDIED ENGLISH BY THE CALLAN METHOD FOR FIFTEEN HOURS. (6)

MY FAVORITE DRINK WHEN I'M ILL IS MILK. HE'S WILLING TO AGREE THAT HE'S MADE A MISTAKE.

Bought, hung, thought, shook, said, met.

WHEN THEY REACH HER AGE, THEY'LL EARN AS MUCH AS SHE DOES.

WE CAN'T SIT AT THE CORNER OF A ROUND TABLE.

HOW OFTEN DO THEY WALK ALONG THIS WAY? SELDOM.

~~SELDOM~~ THEY WEREN'T HERE TODAY.

THIS WINE DOESN'T TASTE NEARLY AS PLEASANT AS THE OTHER.

I CAN'T LIFT THIS STONE BALL, IT'S TOO HEAVY OR I'M TOO WEAK.

THIS SUIT IS CHEAPER THAN THAT.

THAT ONE IS THE MOST EXPENSIVE.

I LIKE SILVER LESS THAN GOLD.

A woman of 59, who completed Book One of the Callan Method in 54 hrs, from zero

████████████████████ Graduate  
████████████████████ 1000 Santobelli 215 - (11)

59 anni -  
Ho studiato l'inglese per 54 ore. (hours)  
1/6 67 -

My favorite drink when I'm ill is milk. He's willing to agree that he's made a mistake. Bought, hung, thought, shook, said, met.

When they reach her age, they earn as much as she does. We can't sit at the corner of a round table.

How often do they walk along this way? Seldom. They weren't here today.

This wine doesn't taste nearly as pleasant as the other.

I can't lift this stone ball, it's either too heavy or I'm too weak.

This suit is cheaper than that.

That one is the most expensive.

I like silver less than gold.

Girl of 11, who completed Book One of the Callan Method in 67 hours, from zero

████████████████████ Via 24 maggio n. 25  
I have studied English with Callan method for 67 hours. I am 11 years old. (4)  
Ho studiato l'inglese col metodo Callan per 67 ore. Ho 11 anni. ██████████  
Dictation

My favorite drink when I'm ill is milk. He's willing to agree that he's made a mistake. Bought, hung, thought, shook, said, met. When they reach her age, they'll earn as much as she does. We can't sit at the corner of a round table. How often do they walk along this way? Seldom. They won't be here today. This wine doesn't taste nearly as pleasant as the other. I can't lift this stone ball, it's either too heavy or I'm too weak. This suit is cheaper than that. That one is the most expensive. I like silver less than gold.

A boy of 6, who studied with the Callan Method for 18 months

████████████████████ Stazione lo studioso lo' Inglese  
per un anno e mezzo ho imparato (18)

When the train reached London, the young man left his carriage and stopped for a moment and glanced through the diary to find the name of the hotel where he was booked to stay. Having gathered the necessary information, he signalled for a horse, jumped in, and was taken through a maze of streets to a small hotel, some what of the beaten track, he had never been to the city before and was thrilled with novelty of visiting it. After being shown to his room, he changed his clothes and set out on a journey of exploration. Growing tired he decided to return but he could not

remember the name of his hotel, nor even the street that it was in, and he could not consult his diary because it had left it in the hotel. He walked around miserably until he was almost in despair. Then he looked up and saw the hotel facing him.

\*\*\*\*\*

## Cheap schools are more expensive

Some students who have little money, or wish to economise, are often tempted to go to a cheap school. This, however, is false economy. If, for example, the student is an average, Western European beginner studying at the Callan School, paying, for the sake of simplicity, £4 a lesson, the complete preparation of 150 lessons for the Cambridge Preliminary will cost him £600, whereas if he studies at a cheap school, paying, for instance, £2 a lesson, the complete preparation will cost him £1200, as he will need an average of 600 lessons instead of the Callan School's 150. He is therefore paying literally double for his lessons, and is not even guaranteed a result. **This makes the Callan School the cheapest school in London.**

If the student does not have the £60 required to study 15 lessons a week at the Callan School but can only afford about £30 a week to study at a cheap school, he can study 10 lessons a week at the Callan School instead and pay £40, which is only £10 more than he would pay at a cheap school. If necessary, he could just study 5 lessons a week at the Callan School, as he would learn as much in those 5 lessons as he would in 20 lessons at a cheap school.

## Three lessons for the price of 2½ for visa students

If the student is obliged by the Home Office to study 15 lessons a week in order to be granted a visa, the Callan School will give him 5 of those lessons, i.e. the third hour of the day, at half price.

## Visa Factories

The student should be warned against certain schools in London that are known in newspaper articles as "Visa Factories". These schools help illegal foreign workers to stay in England. They are not really proper schools at all. The workers sign on at these schools solely for the purpose of obtaining a visa. Once they have the visa they disappear. If the Home Office checks with the schools, the schools tell the Home Office that the students are studying regularly.

Any school which charges very low fees and offers enormous discounts if the student pays for several weeks in advance could be a "Visa

Factory", as no school can function economically on such low fees. If the genuine student goes to them thinking to save money, he will leave in disgust at having made no progress after about three weeks, and lose all his money.

## No other school offers the Callan School's conditions

Apart from guaranteeing to teach English in a quarter of the normal time, the Callan School offers conditions unmatched by any other school. The Callan student is allowed a week of Trial Lessons before he has to decide whether he wishes to sign on or not; he can start, stop and restart his studies whenever he wishes; and study for any number of weeks he wishes. He can pay in arrears i.e. at the end of each week, which is similar to paying on results, as at Callan Method schools abroad. If he pays in advance, and decides to leave at any time, for whatever reason, his fees are instantly refundable without question. The average-size class is 7 or 8 students. He can choose whatever number of hours he wishes to study per day and has the choice of 12 starting times per day from 8.30 am to 8.30 pm compared to the 3 starting times of other schools (usually 9, 12, and 3 o'clock). And the School has 70 to 90 courses running each hour into which the student can be fitted to match his exact ability and speed of learning.

These conditions are made possible only by the extreme flexibility of the Callan Method and the size of the Callan School.

One of the reasons the School offers such remarkable conditions is that with its new and revolutionary method, it has something very special to offer the student, and consequently wishes to remove all obstacles that might prevent the student from signing on.

Like many inventions, the Callan Method, as previously stated, is attacked by those who have a vested interest in trying to prevent its use. Private schools of English have tried to stop it being used because they are afraid that, as it teaches English in a quarter of the normal time, they will lose three-quarters of their income, whilst teachers in the profession are against it as it does not allow them to teach in their own individual way. Neither the teachers nor the schools seem concerned about the interests of the student. The student must therefore make up

his own mind, as it is his time and money that are being wasted.

### The collected arguments

The following are the collected arguments contained in this brochure proving that the Callan Method teaches English in a quarter of the time taken by any other method on the market. Any one of the arguments is sufficient proof in itself, but when taken together with all the others the evidence becomes overwhelming.

- 1. The Cambridge figure**  
Cambridge state that it takes **350** hours for the average student to reach the level of their Preliminary exam. The Callan School gets its average student there in **80** hours abroad and **100** hours in London.
- 2. The guarantee**  
The School gives every student a legally-valid written **guarantee** that if he does not pass the Cambridge exams in the predicted number of hours, it will give him **free lessons** until he is successful.
- 3. 90% pass rate**  
The School has about a **90%** pass-rate for these exams, compared to the national average of **70%**.
- 4. Payment on results, and refunds**  
At Callan Method schools abroad, the student can pay on results, i.e. at the end of each Stage of the Method. If he is not satisfied, he does not pay. At the London School, the student is refunded a percentage of his fees at the end of his course if the School has failed to get him to the guaranteed level in the Callan Method books.
- 5. Survey of the London Schools**  
According to a **Survey**, the average school in London takes approximately **600** hours to get its average complete beginner to the level of the Cambridge Preliminary compared to the Callan School's **100** hours. Such figures are doubled for the First Certificate.

- 6. The legal argument**  
It is severely against the law in England to make **false statements in publicity, or to give worthless guarantees**. The School cannot say it teaches English in a quarter of the time if it is not true and cannot prove it.
- 7. The logical argument**  
Purely **logically**, it would be very unwise of the Callan School to say that it taught English in a quarter of the normal time if it were not true. It would soon acquire a bad reputation and go bankrupt if it had to give too many free lessons.
- 8. Ask the other schools**  
If the student finds the Callan School's figures difficult to believe, he can check them by **asking the other schools** how many hours they take to get their average student to the level of the Cambridge exams and what guarantee they will give him personally.
- 9. How the Method obtains its results**  
The Callan School **obtains a result** in a quarter of the normal time by getting its students to speak and listen the whole lesson rather than for **25%** of the time, as is the case with other methods.
- 10. The size of the School**  
The Callan School has grown to be the **largest school in London**, probably in Europe, with very little advertising, and **enters more students for the Cambridge exams** than any other school in England.

## PART TWO

### Choosing a school

Generally speaking, before signing on at one of the various schools in the town where he lives, the student visits them all, asking them for information and a brochure. His problem then is: how to judge the quality of teaching at each of the schools. This, unfortunately, he will never discover, as it is virtually impossible (even for those in the profession) to judge such quality –

except in obvious cases of deficiency. The student is, in effect, being asked to pass judgement on something about which he knows little or nothing, i.e. the teaching of a foreign language. Consequently, he is completely at the mercy of the market and has to resort to judging a school on price and appearance alone – which is like having to buy a car without examining what is under the bonnet.

Unlike almost any other business, language schools do not have to show the quality of their work to their prospective customers. They do not have to list past students who have succeeded or failed in their exams. They can even blame their students' failures on the students themselves, saying that such students have no flair or natural ability for language learning – the students automatically believing this themselves in any case.

Even when a school is recognised by an official body as being efficient, it only means that the school is well-organised and financially sound – its actual teaching is not put to the test.

Private schools of English throughout the world use any kind of books or methods their directors wish, and teachers (including Callan School teachers), come from all walks of life (being ex-nurses, army officers, chemistry students etc.), and usually have had only one month's training. Consequently, there is generally not too much difference in teaching between one school and another – the difference lying mainly in efficiency and conscientiousness.

### **Anyone can set up a school**

Anyone can set up a language school and use his own theories of teaching. He needs no qualifications or experience, and the formalities he has to go through are seldom more than those required for opening a shop. There are, in fact, virtually no qualifications that exist for teaching English as a foreign language or for running a school. The individual usually has to learn by actually doing the job, and the student therefore has to take pot-luck on whether or not he gets a good teacher. If the student finds all this rather difficult to believe, he can ask the schools himself to verify it.

The reason no school is ever called upon to demonstrate its standard and quality of teaching

is that the profession is so full of non-proven or untested theories on how to teach English that none can be proved to be better or worse than any other. The way in which the Callan School differs from other schools is that it provides facts and figures, and protects its students against poor teaching by using a method that is carefully programmed and scripted, making it virtually impossible to teach badly with it – which is one of the main reasons for its creation.

### **Payment on Results proves the truth of the Method's claims**

At the beginning of this brochure, it is explained that the system of "Payment on Results", i.e. at the end of each Stage of the Method, adopted by Callan Method schools abroad, cannot be used in London because of the organisational and administrative problems caused by a constant coming and going of students studying one to three hours a day for 3 weeks to 9 months. In its place, the London School uses a system of refunds. Despite this, however, the "Payment on Results" system needs to be explained, as it is proof beyond doubt that the Callan Method really does teach English in a quarter of the normal time. With this system, the student never puts any money up-front. He only pays when he is satisfied that his school has proved its claims to him. Consequently, he does not have to believe the Callan Method's claims or a word that his school says. The system works as follows:-

The Callan Method is divided into **12** Stages. The student is first given a guarantee, shall we say, for **240** lessons (an average of **20** lessons per Stage), and begins on Stage **1**, without paying anything in advance. When he has completed this Stage in the guaranteed **20** lessons and taken the exam at the end of it (passing with a minimum of **60%**), the School asks him if he is satisfied that the School has kept to the terms of its guarantee, and would he like to proceed to Stage **2**? If the answer is "yes", the student pays for Stage **1** and starts on Stage **2**, but still without paying in advance. If, on the other hand, the student is not satisfied with this results in Stage **1** and does not think that the School has kept its promise, he can leave the School without paying for that Stage. This procedure is followed for all subsequent Stages. If, on the other hand, he is satisfied with his

results but the School took **22** lessons to get him through the Stage instead of the guaranteed **20**, he will be asked to pay for only **20** lessons – the other **2** lessons being credited to his next Stage, which he might complete in only **18** lessons.

It might be argued that, although the student has completed the Stage in the guaranteed number of lessons and passed the exam at the end of it, what guarantee is there that he has understood and remembered all the material in it? As explained in the Preface to the Callan Method Student's Books, it is impossible for the student to proceed from Page **1** of the Method to Page **2** without understanding and remembering at least **60%** (usually **90%**) of the material on Page **1**, otherwise the lesson (being largely based on verbal communication) becomes incomprehensible to him. Also, the type of exam at the end of each Stage is of a kind that the student can check himself to see that he has genuinely passed the exam and that the School has not fiddled the figures.

It follows from this that, if the student cannot pass from Page **1** to Page **2** without having mastered the material on Page **1**, he cannot pass from Stage **1** to Stage **2** for the same reason. Which in turn means that when he has reached the end of Stage **6** of the Method, which is at the level of the Cambridge Preliminary, he will automatically pass the exam, or be **90%** certain of passing it. And when he reaches Stage **12**, he will pass the Cambridge First Certificate. This is how the School can guarantee him success in these exams. The system should prove to the most extreme sceptic that the Callan Method really does teach English in a quarter of the normal time and that its guarantee is genuine. If this were not the case, the School would go bankrupt, having to give too many free lessons.

### **How the London guarantee is calculated**

After the student has been given his lesson of Prova, which is designed to give the School an idea of his level of English and to assess his speed of learning, his guarantee is calculated in the following manner:- A Callan lesson, as with nearly all lessons in London, lasts **50** minutes, not one hour. This is to give students and teachers a ten-minute break between lessons in order not to tire them. **100** hours, therefore equals **120** fifty-minute lessons. To this figure the Callan School usually adds about **25%** to

cover such things as lateness, absenteeism, the suspension of studies, and perhaps a natural slowing down on the part of the student in his speed of learning later in his studies, giving him a guarantee for **150** fifty-minute lessons.

If the student is never late or absent, or never suspends his studies, he can save himself the **30** extra lessons for the Preliminary (and the **60** for the First Certificate). Just by being consistently **5** minutes late each lesson, the student misses **10%** of his lessons – lengthening a **10**-week course to **11** weeks. And if he continues being absent, he will fall behind the other students in his class, making the lesson difficult for him to understand and thereby slowing himself down.

In reality, the average Callan student often takes as little as **66** hours to reach the level of the Cambridge Preliminary – see exam results on the walls of the School. The School, however, prefers to play safe and base its average on **100** hours.

### **The difference in speed between students**

It will be noticed in the “Guarantees or Progress Charts” that some students require far fewer lessons than others. This is because they may have studied English before they began with the Callan Method, or they might have a natural ability for language learning. Such students might only require **75** lessons to reach the level of the Cambridge Preliminary and **150** to reach the First Certificate, studying at the rate of **8.42** paragraphs a lesson instead of the average **4.21**. At such a speed, they reach the First Certificate in **15** Stages instead of **30**. On the other hand, of course, some students need far more lessons than others; perhaps because they have no natural ability and possibly have very poor memories.

### **Non-Europeans require more lessons**

Generally speaking, a student, whose mother tongue is not of Germanic or Latin origin, will require more lessons than one whose mother tongue is of such origins – usually about **25%** more. For him, English is a *completely* foreign language. Instead of requiring **300** lessons for the First Certificate, he might need **375** lessons. It is well to remember, however, that at any other school he would need at least four times this number, i.e. **1500** lessons.

## I'm only here for a few weeks

Some students might think that because they are in England for only a few weeks or a few months, it does not really matter about learning English in a quarter of the normal time. Such students have to realise, therefore, that the Callan School will teach them as much English in **3** weeks as they would learn in **12** weeks at any other school, or as much in **3** months as they would learn in **12** months at any other school.

**The Callan School student is guaranteed to learn to speak English in a mere eight weeks**

As an example of the extraordinary results obtained by the Callan Method, the average Callan beginner student whose mother-tongue is of Latin or Germanic origin is guaranteed to learn to speak English at the Callan School in a mere **8** weeks at a total cost of **£349** (at **£4.36** a lesson at 1999 prices). Other schools take at least **36** weeks (**8½** months) at a total cost of about **£2365**, and give no guarantee of success.

Book One of the Callan Method consists of **337** paragraphs, and the average student at the Callan School is guaranteed to learn at the rate of **4.21** paragraphs a lesson, which means he will complete the book in **80** lessons, i.e. **8** weeks, studying **2** lessons a day. These figures include the **25%** the School adds for such things as lateness and absenteeism.

Book One contains the **1000** most-commonly-used words of the language; words such as “come, go, high, already, often, have” etc. that are used hundreds of times a day and which constitute **90%** of the words on any page, or in any conversation, in any language. The Callan student learns to master these words and the grammar that goes with them – Past, Present, Future, and Conditional Tenses etc. – in reading, writing, speaking and listening. To prove this to be so, the student can look at the last page of Book One of the Method on which he will see the following question:-

**Question:** “If you **found** anything in the street **worth** a lot of money, **would** you keep it, or would you take it to the police station?”

At the end of the **8** weeks, he will be able to understand and answer this question asked him

at top speed. He will also be able to write out the question from dictation, translate it and use its vocabulary comfortably in any normal conversation - as he will with the rest of the **1000** words. This level of English enables him to hold a simple conversation and write a simple letter in English.

As the Callan School can obtain such a remarkable result in a mere **8** weeks, it follows that it can also get the student through the Cambridge exams in record time. No other method can achieve such a result.

Even if the Callan beginner student studies for only **4** weeks, he will still learn to use about **500** words, compared to the mere **125** words he would learn to use at other schools.

### Definition of “average”

It must be stressed that **100** hours for the Cambridge Preliminary is the time taken by the “average” complete-beginner whose mother tongue is of Germanic or Latin origin. The word “average” meaning the great majority, i.e. **60%** of students. Of the remaining **40%**, **20%** can go faster (sometimes much faster) whilst **20%** go slower (sometimes much slower).

### The half-way mark is paragraph 565

With the Cambridge Preliminary being about half-way to the level of the First Certificate, it means that the student reaches this level at about paragraph **565** of the Method. Some students might need to go a little beyond this point, to paragraph **632**, in order to be sure of passing the exam, whilst others can sometimes be ready for the exam before this point.

### Paying at the end of each week

At all schools in London, students have to pay in advance. If they miss lessons, they forfeit their fee. This too is the case at the Callan School, except that the School also offers the student the alternative of paying at the end of each week. With this system the student pays **20%** per lesson more than he would if paying in advance, but he only pays for those lessons he actually receives and not for those for which he is absent. It is a system that suits the student who is regularly absent because of work. It is not to be recommended otherwise, as it can encourage the

student to miss lessons that he would not miss if he had to pay for them. If he feels lazy, for example, he might be tempted not to attend lessons that day. There would be no problem with this if it were not for the fact that by missing lessons the student gets behind the rest of his class and eventually has to be moved to a less advanced class. This can lengthen his course of study quite considerably.

### **Exam papers replacing Book Five**

Depending on how near the student is to the examination for the Cambridge First Certificate, Book Five of the Callan Method might be replaced by working through the Certificate's past examination papers in order to practise examination technique, in which case it will not be possible for the student to monitor his progress directly according to the number of Callan Method paragraphs studied. When this happens the student can still check his progress by multiplying the number of lessons he is doing on the past examination papers by the number of paragraphs he is guaranteed to cover per lesson. This will tell him at what point he would have finished Book Five had he not been working on the past examination papers.

This situation does not, however, usually represent too much of a problem, as the student does not generally go onto the past examination papers until **20** or **30** lessons before the exams.

### **200 hours becoming 375 lessons for non – Europeans**

On reading Part One of this brochure, the student sees that the Callan School guarantees to get the average student through the Cambridge First Certificate in **200** hours. A non-European student might then find himself being given a guarantee for **375** lessons, which makes him feel that the School has deceived him. What has happened, however, is that the **200** hours becomes **250** hours when the **25%** has been added for lateness and absenteeism, and **300** hours when a further **25%** has been added because the student's mother tongue is not of Latin or Germanic origin. When converted into fifty-minute lessons, the **300** hours then become **375** lessons, equal to **9** months study at **2** lessons a day. At any other school the same student would take **1500** lessons to reach the same level.

The student should not conclude from this that he will, in reality, take **375** lessons to reach the level of the First Certificate. If he is never late or absent for lessons and reads his book and listens to his tapes at home, and speeds up after he has completed Book One of the Method, as many non-European students do, it is very possible that he could reach his goal in **250** lessons or so. The **375** lessons is what the School calculates the student might need in his present condition. The School also likes to err on the side of safety. Many students in fact finish their course in a third less time than that calculated by the School.

### **Making out a new guarantee**

If, after a time, a student shows a considerable increase in his speed of learning, the School will usually make out a new guarantee for him, showing the reduction in the number of hours he will require to reach the level of the Cambridge exams.

### **Worthless guarantees**

In order to try to combat the Callan Method, some non-Callan Method schools also offer students a written guarantee of success in the Cambridge exams and free lessons if they fail. At first glance, such a guarantee appears to be the same as that offered by a Callan Method school, but, on closer examination, it is seen that the guarantee is only given to those students who pass a Test set by the schools themselves to show that they are already at the level of the exams and capable of passing them. If they do not pass the Test, they are not given a guarantee.

In addition to this, they have to attend a course of about three months to make extra certain that they will pass. In other words, the schools do not guarantee to actually "teach" the students English, but only to get them through the Cambridge exams if they can show that they are already at their level. Any school in the world can give such a guarantee – it is virtually worthless. A Callan Method school, on the other hand, automatically guarantees *every* student success in the Cambridge exams no matter what his level (complete beginner etc) or capabilities are at the time of enrolling at the school.



## Three lessons together is tiring, boring and wasteful

Virtually all schools in London oblige their students to study three hours a day (one immediately after the other) whether the students wish to or not. This is not for the benefit of the students, but simply for the convenience of the schools, who know very well that the students absorb extremely little in their third hour, because they are too tired and bored.

The reason the schools oblige everyone to study three hours a day is that students from outside the European Union are forced to study three hours a day if they wish to obtain a visa from the Home Office and prove they are bona fide students and not illegal immigrants, so in order not to have to organise two types of courses, i.e. those of two hours a day and those of three hours a day (thus causing expensive administrative problems) the schools make everyone study three hours a day – it is much simpler and less costly for the schools, and, of course, brings in more money for the schools, making the students study three hours instead of two.

Because of the extreme flexibility of its Method, the Callan School is the only school in London that can offer the student the choice of any number of hours a day he wishes to study, and whatever time he wishes to study. His choice of course and timetable is not limited to the usual times of 9 to 12, 12 to 3, or 3 to 6. The Method also allows the student to move from one course to another with ease and with minimum damage to his studies.

### **The same number of pages covered in two hours as in three**

Although the Callan School allows the student to study whatever number of hours a day he wishes, it strongly advises him not to do more than two hours a day, because statistics have shown that students studying three hours a day cover no more pages (or only fractionally more) per day than those studying two hours a day. This is not too surprising, as the study of any subject (even one's favourite subject) for three hours every day is very tiring. By the third hour the student is absorbing very little, and over a period of time he becomes very stale and stops enjoying his lessons - this is so even with the

Callan Method, which is far less tiring and less boring than other methods.

### **The effects of tiredness**

The effects of tiredness are illustrated by the case of the car factory in the early 1960s which had to put its workers on a four-day week because of the recession. To everyone's amazement the workers produced more cars in the four days than they had in five. Such cases helped lead to a reduction in the working week throughout the industrialised countries from 48 hours to 40.

The same kind of thing applies to football. If the players have to go into extra time, their game deteriorates considerably, and would do so disastrously if they had to play extra time every game, especially if they had to play a game every day.

### **The three hour guarantee**

As evidence that the third hour is a waste of time, it should be noted that it is not taken into consideration when the student's guarantee is calculated by the Callan School. If, for example, the student is guaranteed to reach the level of the Cambridge First Certificate in **200** hours, and studies **3** hours a day, he will have to complete **300** hours in order to fulfil the terms of the guarantee. The extra **100** hours he has spent in the classroom will have no value because he could just as easily have reached the same level in **200** hours. The same would apply if he studied **4** hours a day.

It is also clear that if the average student (according to the Cambridge University figures), studying in his own country takes about **350** hours to reach the level of the Cambridge Preliminary whilst at the schools in London he takes approximately **600** hours, i.e. **71%** longer (according to the Survey of London school), the third hour is totally unfruitful. In his own country, the average student studies only about three hours a week.

Rather than spend the third hour in the classroom, it is much better for the student to spend it watching television, going to the cinema, reading English newspapers and magazines, talking to people in English, or just relaxing and enjoying himself, so that he comes

to the next day's lessons refreshed instead of tired and bored.

In any case, as shown by the "Survey of London Schools", the average Callan student learns as much in **2** hours as students at other schools in London learn in **12**.

It is, of course, unfortunate that Callan students requiring a visa have to study **3** hours a day – but there is no alternative to this, and for this reason they are given the third hour at half price.

### **The third hour would bring in more money for the School**

It is quite clear that when the Callan School says that the third hour is a waste of time, it is telling the truth, as it would be in the School's own financial interest to encourage the student to study more hours not fewer.

### **The third hour has to be taken at random**

Because the Callan School has no three-hour courses, any student wishing to take three hours cannot be guaranteed to have his third hour immediately before or after his two-hour course. He might have to have a gap of an hour (or occasionally more) between the courses. This is because there might not be a suitable course available to him for his third hour when he wants it. This is not, however, normally a problem.

### **The student is at the mercy of the schools**

When the individual takes his car to be repaired, he is at the mercy of the garage, unless he knows something about mechanics. This sort of thing is even more the case at a language school, where everything is in a foreign tongue. The student should therefore make a thorough investigation of the schools before beginning his studies. The only security he can have, however, is a written guarantee of success – and the only school that gives him this is the Callan School.

### **If you decide not to enrol, let us know why**

If, after doing his lesson of Prova and taking his Trial Lessons, the student decides not to sign on at the Callan School, he should explain to the

School's Receptionist the reason for his decision. He should not feel embarrassed to argue the matter out with the Receptionist. The School has always found from experience that such decisions are based on a misunderstanding of the Callan Method or on insufficient information about the School. This can easily be put right by having a chat with the Receptionist.

### **Where's the grammar ?**

Some students are under the impression that the Callan Method does not teach grammar. This is quite untrue. The Method teaches *all* the grammar, the same as any other method, but does not teach it through grammar exercises: it teaches it through practical use. An examination of the Callan books shows that all the grammar is there – the subjunctive, reflexive pronouns, passive voice etc. The Method gets the student through the Cambridge exams the same as any other method, and to pass these he has to know the grammar.

### **Why no homework ?**

Students accustomed to studying a language in the traditional manner feel as though there is something missing if they are not given homework when studying with the Callan Method. As elsewhere explained, homework is not necessary with the Callan Method. A language is best learnt in the classroom by practising with the teacher. If, however, the student wishes to do some homework, he can do the exercises at the back of his book and correct them himself.

### **How can one learn to write without practising writing ?**

Some students are also under the impression that the Callan Method does not teach the student to write. This again is quite untrue. If it did not teach the student to write, how could it guarantee to get him through the written part of the Cambridge exams? The Method does not encourage the student to write until he has learnt to "think" in English. If he tries to write too soon, he will try to force English into the same structure as his own language and write such things as "Always I come to school at 10

o'clock", instead of "I always come to school at 10 o'clock".

### **The Method does not teach just conversation**

Because the Callan Method teaches English through a process of quick-fire questions and answers, it gives the student the impression that it just teaches conversation and not the other aspects of the language. Like so many other things that people conclude about the Method, this is totally untrue. As elsewhere explained, the Method teaches the student all the grammar and how to write to the level of the Cambridge First Certificate. Because it teaches these things through easy conversation it appears that it does not teach them at all: it seems all too easy – and yet, as if by magic, the student passes the Cambridge exams.

### **Classes growing larger**

When starting at the Callan School, the student might find himself in a class of **6** or **7** students. After a week or two, the student might find the class has grown to **12** or even **14**. The student naturally does not like this, as it cuts his speaking time down by half. However, after another week or two he might find himself back in a class of **6** or **7** students again.

As elsewhere explained, no school in the centre of London can function with only **6** or **7** students in a class. In order to do so, it would have to charge the students double. If the student looks at the number of students that other schools put into their classes, he will see that **12** of the **28** schools put more into a class than the Callan School, and only **2** put in fewer than **12**, and these are extremely expensive.

The average number of students in a class at the Callan School is, in fact, only about **9**. At most other schools the maximum number is often their average, as they seldom open up a new course unless it is fully booked.

At other schools the student hardly ever opens his mouth to speak – the teacher does most of the talking, as seen in the photos in the brochures of other schools.

The Callan student must always remember that whether he is in a class of **6** students or a class of **12**, he is guaranteed to reach the Cambridge exams in a specified number of hours, which means he will be able to read, write, understand *and* speak to a high level.

### **The student must expect, occasionally, to be put into a less advanced class**

As explained in the Preface to the Callan Method Student's Book, in the paragraph headed "Accurate Grading", a Callan Method school constantly forms new courses and splits up old ones, combining them with others. This is how the Method works. At other schools, students usually stay in the same class throughout their entire studies regardless of whether or not they speed up or slow down. This is because the methods they use do not allow the flexibility of the Callan Method.

Given this fact, and the fact that no school anywhere in the world, let alone central London, can survive financially with classes of **4** or **5** students paying the same fees as those in classes of **11** or **12**, the Callan School student must, occasionally, expect his small course to be combined with another small course that might be several paragraphs (perhaps **40** or more) behind his course. He is asked to show a little patience in this. It takes very few lessons for the teacher to mould the two classes together so that the less advanced course catches up on the more advanced course.

If it happens more than twice in any **8**-week period throughout his studies that the student finds his course being combined with a less advanced course (a most unlikely event), the School will give him free lessons whilst the less advanced course catches up.

Some students think that the School merges courses together for its own convenience. This is entirely untrue. As already stated, the School and its Method cannot function correctly without constantly splitting and combining courses. It is in the interest of the student that this is done. – without it, the School could not teach him English in a quarter of the normal time. What is in the interest of the student is in the interest of the School, and vice versa.

The problem the Callan School in London has that Callan Method schools abroad do not have is that, as elsewhere explained, students in London come and go with alarming rapidity, like passengers at a railway station. For example, for a month or so, there might be two courses at the School each with **10** students, studying Book Three of the Method, when suddenly **6** students in each course disappear – returning home to their own country at the end of their stay in London – leaving only **4** students in each class. The School has no alternative than to put the two classes together, even though there may be a difference of **40** paragraphs or so between them. It is not because, as some students think, to enable the School to make more money, but because it is the nature of the London market.

If the School did not merge classes together, or if it had to continually give free lessons to the more advanced class whilst the less advanced class caught up, the School would have to increase its fees to all its students. The student, however, should never lose sight of the fact that the Callan School fees are very reasonable, even somewhat low, and that its Method teaches him English in a quarter of the normal time, saving him hundreds of pounds and months (if not years) of his time. The School gives him a guarantee for the Cambridge exams and refunds him money if it fails to get him to the guaranteed level whilst in London. No other school in the world gives such incredible conditions. The School can do no more. It just cannot function with a mere **4** or **5** students in a class paying the same fees as those in a class of **10** or **11**.

When calculating the student's guarantee, the School takes into consideration that the course the student is in might, at some time, have to be combined with a less advanced course, or that the student might himself have to go into a less advanced course if he gets out of his depth. Any added revision, however, from such eventualities is never a waste of time.

### **Intensive courses**

Some schools offer the student intensive courses of six hours a day. There is very little to be gained from such courses. The student learns very little more in six hours than he does in two, because of tiredness. But if the student studies three hours in the morning and three hours in the late afternoon, he could learn a little more than

he does in two hours. The only way the student could improve his English on an intensive course would be to study two hours a day and spend the other four hours in a one-to-one conversation with the teacher. This, of course, is extremely expensive and the teacher can find it extremely boring.

Although the Callan School does not recommend the student to study more than two hours a day, there are students who find studying less tiring than other students do and feel they might be able to benefit to some extent from studying four hours a day. If they wish to do this, they can take two hours early in the morning and two hours late in the afternoon. They should never do more than this, however, and should not expect the extra two hours to be taken into consideration in their guarantee.

### **Commercial and technical English**

The Callan School does not teach commercial, technical, legal, medical or computer English, as there are no such thing. All that commercial, technical etc. English consists of is normal everyday English interspersed with special vocabulary, or jargon, for which the student does not need an English teacher, as he usually knows this vocabulary better than the teacher.

Once the student has reached the level of the Cambridge First Certificate (or sometimes even the Preliminary), he has no difficulty in reading his technical books. There are only about five to ten words on any page of such books that cannot be found in the Callan Method books, and they are nearly all words the student already knows if he is studying, or has a knowledge of, the relevant subject. Most technical words, in any case, are usually in international use, coming originally from Latin, Greek or English. The advice, therefore, is to study English with the Callan Method and study technical, commercial etc subjects at a specialist school.

### **Other London schools using the Callan Method**

With the Callan Method being used by other schools in London, the student might wonder if there is any difference between them and the original Callan School. Although the Method is the same, the difference will be found in the efficiency of the schools and in how closely they

follow the Method.

A large school, like the Callan School with its **70** classrooms, can, of course, grade students much more accurately than a small school, which means that the student will find himself in a class moving nearer his level and speed of learning, and will consequently learn faster than at a small school.

The real test of efficiency, however, is the number of hours in which the school guarantees to get the student to the level of the Cambridge exams. If a school can guarantee a student in more or less the same number of hours as the Callan School, and is nearer to where the student lives, then the student would be advised to go to that school. The guarantee, however, must always be in writing. If a school states in its publicity that it teaches English in a quarter of the normal time but does not give a guarantee, it is breaking the law, as the only way it can prove its claims is by giving a guarantee. As elsewhere stated, in England it is against the law to make claims in publicity that cannot be substantiated.

### **Too many Italians, Spanish, Japanese etc**

Some students are afraid to sign on at a school because it might have too many students of their own nationality studying at it. For example, the Callan School has over **400** Italians, whilst the average school in London might have only **50**. This is to be expected, as with its **70** classrooms the Callan School is over five times larger than the average school in London, with its **15** classrooms.

Because of its size, the Callan School runs about **400** courses a day, which means there will be an average of only one Italian student per class, which is, in fact, less than at most other schools. In any case, a Callan lesson is conducted entirely in English, so it does not matter what nationality the students are. There are also about **300** Japanese, **300** Poles, **300** Spanish etc. at the School for the student to mix with. If a student finds himself in a class with too many students of his own nationality, he can, if he wishes, ask to be moved to another class.

### **The class is too easy**

All schools, except the Callan School, divide their students basically into three groups –

beginner, intermediate and advanced – solely according to their knowledge of English. The Callan School is the only school that divides its students not only according to knowledge but also according to their ability to use that knowledge, and to use it at speed. It recognises that there is a big difference between “knowing” a language and being able to “use” that language, and to use it at speed.

Some students can read Shakespeare but find it difficult to ask the way to the station in English. Many a student’s “knowledge” of English is when he first begins to study with the Callan Method Book Three but his ability to speak and understand English is Book One, which means he must begin on Book One of the Method if he is to attain any speed and fluency in the language. He will move quite quickly through the books, and, paradoxically, reach the Cambridge exams much quicker by starting on Book One instead of Book Three.

Unless a student’s ability to “use” the language is equal to his “knowledge” of it, which is often not the case, he will always find himself starting in a course that is too easy for him in its level of English. The School, however, knows that, if it does not start him at a low level, he will take much longer to reach the level of the Cambridge exams. The student should read the paragraphs relevant to this in the “Explanation of the Method” in the Preface to his Student’s Book.

### **Revision does not make more money for the School**

Sometimes a student will think that when the School wants him to start at a lower level than his “knowledge” of the language indicates, or makes him do a complete revision of work already completed, it is doing so in order to make him study longer, and so pay more money. The exact opposite, however, is true. The School knows that the more it makes the student revise, the sooner he will finish his course, and the less he will need to pay the School.

### **Re-read the “Explanation of the Method” after two or three weeks**

After studying for about two or three weeks, the student might start forgetting what he has been told about the Callan Method by the School’s Receptionist and what he has read in the Preface

to his Student's Book, and is therefore in danger of coming to all manner of wrong conclusions about the Method. At that point he should re-read the "Explanation of the Method" in his book and speak to his Receptionist to clear up any doubts he might have.

### **Please Complain**

The student is also encouraged to complain about anything regarding the School that he is dissatisfied with, such as the course he is in, or his teacher. He should not suffer in silence. He can either complain directly to his Receptionist or put a written complaint in the School's complaints box.

### **2000 to 3000 students can't be wrong**

Another proof that the Callan School teaches English in a quarter of the normal time is that it would be difficult to deceive its **2000 to 3000** students about this, plus the **100,000** students who use the Method in **26** countries throughout the world. As the saying goes, you can fool all the people some of the time, and some of the people all of the time but you can't fool all the people all the time. And the Callan School has till now grown to being the largest school in Europe with hardly any advertising: its students recommending the School to their friends. They would not do so if they were not satisfied with the results they themselves had obtained, or if they thought the School was lying in its claims.

### **The School's staff can't all be lying**

Another point to consider is that the School's Receptionists are paid to give information, not to tell lies for the School. They would not say that the Method taught English in a quarter of the normal time if they did not know it to be true, and neither would the Schools' **90** or so teachers. Many of the Receptionists have themselves learnt their English with the Method, and in record time.

### **The Cambridge "Advanced" Certificate**

Although the Callan Method takes the student to the level of the Cambridge "Advanced" Certificate, it does not give a guarantee of success in this exam. This is because, up to the level of the First Certificate, **10%** of the work is

done by the student, **10%** by the teacher, and **80%** by the Callan Method, and virtually all the work is done in the classroom. After that level, most of the work has to be done by the student outside the classroom in the form of reading a lot, writing compositions and building up a personal vocabulary. The Callan School naturally cannot be sure that the student will do this work and therefore cannot guarantee the result.

### **Cambridge "Proficiency"**

As for the Cambridge "Proficiency" Certificate, this requires even more work to be done by the student outside the classroom. For this exam, the Callan School does not run any classes. If the student has studied well to the level of the "Advanced" Certificate, he should not need lessons in a course. He is better advised to read a lot at home and build up a personal vocabulary. He does this by entering each new word he comes across into a vocabulary booklet and then revising it three times – as with the Callan Method. In addition to that, he can write compositions at home, which the Callan School will correct for him, at a fee. He can also take an hour's tutorial once a week – a system that has been used historically at Oxford and Cambridge – in which he can discuss his particular problems with his teacher. If the "Advanced" or "Proficiency" student wishes to keep his oral English up to scratch, he can take a two-hour-a-day First Certificate course at half price in addition to his tutorial.

### **Courses in examination technique**

Two or three weeks before each of the five Cambridge exams (KET, Preliminary, First, Advanced and Proficiency) the Callan School runs special courses of two hours a day for two or three weeks to train the student in "examination technique". These courses consist solely of working through past examination papers so that the student understands how the examinations are given and what to expect.

On working through these papers, the student should look up in a dictionary any words he has not met before, and write them into a personal vocabulary booklet and memorise them by revising them three times. He should do this before the course begins, so that he does not hold

up the course whilst he is puzzling over the meaning of words.

These special exam preparation courses can either be taken in addition to the normal Callan Method courses or instead of such courses. Two hours a day in a special course plus two hours in a Method course would not necessarily be tiring, as they are of two different types of study.

### **Ex-Callan School teachers teaching privately**

Sometimes the student might hear of an ex-Callan School teacher teaching privately in London - either one-on-one or in small groups. This is quite legitimate, as the Callan Method is on the market for anyone to use. If, however, the student is wondering whether or not to go to such a teacher instead of signing on at the Callan School, he has to consider that a private teacher cannot give him a written guarantee of success in the Cambridge exams, as the teacher would not be able to afford to give him free lessons if he failed the exams. Also, the private teacher cannot grade his students accurately according to their level and speed of learning because he has only a small number of students. This means that the student will almost certainly find himself in a group that is going either much too fast or much too slow for him. Even if two or three teachers work together, the situation is not much better. At the Callan School, students are graded into **70** categories, or levels.

A one-on-one lesson with a private teacher can, however, be very fruitful, as the student can progress at his own speed. Studying in a group can also be acceptable if the teacher, or teachers, live near the student's home and he lives a long way from the Callan School (in the London suburbs for example). Otherwise, as explained in the Preface to the Callan Method Student's Book, he will always learn much faster at a Callan School.

### **Why the vocabulary in the student's book is translated into the student's own language**

When the other London schools and the English-teaching profession generally attack the Callan Method, one of their criticisms is that the Callan Method books contain vocabulary translated into the student's own language. They maintain that

this is not the best way to learn English – the books should be entirely in English so as to make the student work harder at understanding the language. This is all very well in theory, but in practice the student looks up the meaning of words in his dictionary and writes them into his book. The Callan Method just does it for him and in so doing speeds up the whole learning process.

The real reason, however, that the traditional method books are written entirely in English is so that the publishers can sell their books all over the world without having the expense of preparing separate books for each nationality. All this is explained in the Preface to the student's Callan Method books.

### **Arguments about the translation of certain words**

Most words up to the level of the Cambridge First Certificate have fairly straightforward translations. However, the translation of certain words can be argued about and differing opinions held as to their true meaning. This is inevitable in all languages. If, therefore, the student feels that some of the words in the Callan Method books are translated incorrectly, he should see his Receptionist and argue the case. The School welcomes this.

### **Please point out any errors**

The student is also encouraged to point out to his Receptionist any printing errors in the translations in his books. The English in his books contain no errors, but the translations might.

### **Courses just for Italians**

The Callan School holds separate courses just for Italians. These courses are to demonstrate how the Callan Method is used abroad with single-nationality classes and with a teacher who knows the language of the students and consequently their specific difficulties. Italians are not obliged to go into these courses. They can, if they wish, attend the mixed-nationality classes, but they will lengthen their course studying time by about **20%** or more, as the best way to study with the Callan Method (or any traditional method) is in single-nationality classes.

## PART THREE

### Beware of cheap schools and Visa Factories

According to official statistics, England has one of the largest black economies in the world. London in particular is full of foreign people working illegally. One of the ways in which such people obtain visas to stay in England is by enrolling at an English-language school for three hours a day. Once they have their visa, they stop attending the school and take a full-time job. They are not justified in doing this, as the British Government allows visa students to work 20 hours a week provided they study 15 hours a week. This is very generous, considering that Britain has about two million unemployed.

Although all schools give students a Home Office letter to help them obtain a visa, there are several schools that cater specifically for the above type of person. These schools are referred to in newspaper articles as “Visa Factories”. If the student only wants a visa and is not interested in learning English, he is not in danger of being “ripped-off” by one of these schools, but if he also wants to learn English, he should avoid such schools at all costs, otherwise he will be very disappointed and lose his money.

### There are three ways in which the student can tell if a school is likely to be a Visa Factory

Briefly, there are three ways in which the student can tell if a school is likely to be a Visa Factory: 1) If it charges less than **£400** for a **12-week** course (by 1999 prices) 2) If it offers a discount of more than **16%** for such a course, and 3) If it has fewer than about **12** classrooms. If it has all three of these characteristics, it is even more likely to be a Visa Factory.

These points are dealt with in the following explanation of how Visa Factories function and why they are a danger to the genuine student. The explanation has to be rather detailed, as the evidence needs to be thorough and indisputable.

### Any school charging less than **£400** for a **12-week** course is almost certainly a Visa Factory

As already stated, one of the ways in which the student can tell if a school is likely to be a Visa Factory is by how much it charges for a **12-week** course. If it is less than **£400**, i.e. **£2.22** a lesson, it is highly suspect. Another way is by multiplying the maximum number of students the school puts into a class by the amount it charges each student per lesson when paying **12-weeks** in advance. If the result is less than **£42** an hour, the school is again suspect, because a school cannot function properly with an income of less than **£42** an hour, when considering that the average price of a one-on-one private lesson in London is over **£25**. It has to be asked how it is possible for a school to teach **12** students for only **£17** more income than for teaching one, when lawyers and accountants charge **£100** or more an hour for their services in central London? If, for example, a school puts a maximum of **12** students in a class paying **£2** each, i.e. a total of **£24**, it cannot cover its running costs of rent, rates, wages, electricity, telephone, advertising etc.

This means it must have an enormous turnover of students who pay **3** to **12** months in advance and study for only a week or two until they have their visa, or until they realise they are learning little or no English because of the constant turnover of students.

When each student goes, he leaves an empty chair in the classroom to be filled and paid for by another student, and, of course, he leaves all his non-refundable money behind. Each chair in the classroom of a Visa Factory, therefore, has been paid for by several students, which is why Visa Factories can charge such low fees. Some schools even charge as little as **£1** a lesson in order to undercut their competitors.

Such schools could never survive in a town, as they would soon acquire a bad reputation locally, but in a large city like London they can continue for years, and the authorities seem to be unwilling to do anything about them. Even when a school is recognised by a respectable organisation such as ARELS or the British Council, it is no protection for the student. Some respectable schools, in fact, have left such



organisations because of the disrepute certain schools bring to them.

### **Cheap is more expensive**

If a student pays a Visa Factory **£400** in advance and only studies **30** lessons before he realises his mistake and then has to go to a respectable school, each lesson has cost him **£13.33**, which makes the Visa Factory one of the most expensive schools in London, along with the other Visa Factories.

### **The temptation to go to a cheap school**

The temptation to go to a cheap school is very great. The student innocently thinks such schools are quite safe to study at, as the teachers are English and the books are English, and, after all, a “school” is surely a respectable establishment. As a tourist, one expects to be “ripped off” by ice-cream vendors and taxi-drivers, but not by schools. Unfortunately, as newspaper articles show, schools charging less than **£400** for a **12-week** course are almost certainly Visa Factories. Schools cannot function effectively, ethically, honestly or legitimately at such low fees, as they would be running at a loss. They are, sadly, traps for students genuinely wishing to learn English. The students pay in advance for a big discount (sometimes as much as **54%**), discover they are learning very little and leave in disgust, forfeiting all their money. Also, when a student goes to a cheap school, he thinks that the learning of the language depends mainly on himself. He does not realise that he cannot go any faster than the course he is in.

The student might also think that cheap schools are like cheap flights. With such flights, the individual can be sure of arriving at his destination. But with a cheap school, the student will not arrive. Some students also think that the cheap schools are charging the correct fees whilst the more expensive schools are “ripping off” the students by overcharging them.

### **One in three schools is a Visa Factory**

Within walking distance of the Callan School, there are about **28** schools, of which about **10** (i.e. **36%**) are Visa Factories, as they charge ridiculously low fees and give massive discounts

and have fewer than about **12** classrooms. This shows how serious the problem is.

### **How exactly does a Visa Factory function?**

When the Home Office issues a student with a visa because he has enrolled as a full-time, 3-hours-a-day student at a school, it will occasionally contact that school to ask if the student is attending regularly. If the school is an honest respectable school, and the student is not attending regularly, or has disappeared completely, the school will say so. The Visa Factory, on the other hand, will usually tell the Home Office that the student is attending regularly, even though it may not have seen him for weeks, or even months.

### **“We know what to say to the Home Office”**

One day, a foreign student went round the Visa Factories pretending to be a “bogus” student just wanting a visa so that she could stay in England to work illegally, but without any intention of studying. When she asked the schools what they would say if the Home Office contacted them, she was told “Don’t worry, we know what to say to the Home Office”.

### **Even if a cheap school tells the Home Office the truth, it can still be a Visa Factory**

Even if a cheap school tells the Home Office the truth about visa students not attending regularly, it can still be termed a Visa Factory, as, by being absurdly cheap, it will automatically attract “bogus” students who just want a visa. Such students do not go to expensive schools; they go to the cheapest, as they are not concerned about the quality of the teaching - having no intention of studying.

### **How does the genuine student lose out?**

The genuine student might wonder how it is that he is in danger if he goes to a Visa Factory. He might think that the respectable schools are complaining because they cannot compete with the low fees of the Visa Factories; and surely the problem of “bogus” students is not his concern - it is a matter solely for the Home Office. One of the problems the student has in understanding the situation, is that he is in a foreign country and knows little of the language and finds it

difficult to believe that some private language schools are not respectable institutes, closely supervised by the authorities for his protection. Unfortunately, he is not protected, as there is no regulatory body that can do this for him.

When he goes to a Visa Factory, he thinks he is going to a school like any other. However, after about the first week or so he notices that there are a considerable number of students that have joined his course and then disappeared, and that he has to keep repeating work he has already done in order to accommodate the new students that keep joining his course. After a time, he realises he is making little or no progress, as the course is chaotic. He complains about this, but the school does nothing. He eventually leaves in disgust, forfeiting all the money he has paid in advance. The school is quite happy to see him go, as he leaves an empty chair and his money behind. He then has to look for a respectable school. If he thought he was getting something for nothing, he has learnt that this is not how the world works, and it has cost him dear. The Callan School has many students like this come to it, having learnt such a lesson.

Unfortunately, the type of student who is attracted to a cheap school or Visa Factory is one who has little money; which makes it doubly sad when he loses it, as he can ill afford to.

### **Respectable schools going bankrupt**

A further problem that Visa Factories create is that some honest, respectable schools find it impossible to compete against them in price, and eventually go bankrupt, with their students losing the money they have paid in advance. The Callan School has often taken in such students and given them lessons for a small fee to allow them to continue their studies. It has done this out of sympathy for the students and the bankrupt school, and also to try to prevent the English-teaching profession and England itself from getting a bad reputation abroad. Schools such as Visa Factories have already got the English-teaching business a reputation for being a “racket”. This is because, as previously stated, the student cannot judge a language school, as he does not know the language.

### **Callan School fees are artificially low**

The Callan School keeps its fees lower than the other respectable schools in London in order to combat the Visa Factories. Sometimes it might go down to almost their level. It is only able to do this because of the great success of its Method, and because it has very little need to advertise and has a streamlined administration and an enormous number of well-organised courses into which it can quickly and accurately grade students.

### **Massive discounts**

It will be seen by studying the fees charged by Visa Factories (shown later in this brochure), that some of them will offer a **38%** discount if the student pays **12** weeks in advance instead of **4**. Such a school is therefore claiming that it can, miraculously, provide the same quality of service **38%** cheaper if the student pays an extra 8 weeks in advance. It can, of course, do no such thing. In a service industry, which a language school is in, the customer gets the service he pays for. He cannot expect a first-rate service if he is paying tenth-rate prices. In fact, he is unlikely to receive any service at all worth having. It is not like producing CDs or videos where **1000** copies can be produced as cheaply as **100**.

The fees of one of the Visa Factories are so low after discounts that, even with a class of **22** students, the total income per hour from the class is only **£26**, which is quite absurd when one considers (as elsewhere stated) that the average fee for a private one-on-one lesson in London is over **£25**. The Visa Factory is therefore claiming that it can teach **22** students for the same price as one, with all the extra administrative work (the marking of homework etc.) this entails.

The only reason the Visa Factories can give discounts of **38%** to **54%** and lessons from **£1.00** to **£2.00** when the average discounts are between **16%** and **24%** and the going rate for a lesson is **£2.50** to **£6.00** is because they know that the majority of their students will not stay the full length of their course, and will often leave after a mere **3** or **4** weeks.

## **Visa Factories have few classrooms**

With the Callan School having **70** classrooms, and the average respectable school having **12 to 20** classrooms, most of the Visa Factories have only **5 to 11** classrooms. This is not enough to allow a school to function effectively. Virtually all schools in London prepare students for the Cambridge exams, and, like all schools, the Visa Factories advertise that they run courses for Beginners (sometimes starting each Monday), Cambridge Preliminary; First Certificate; Advanced; and Proficiency; and some even teach Business and Computer English.

It is quite impossible to run courses at **5** different levels if a school has only **5 to 11** classrooms. This is because each level has to be sub-divided into at least three divisions of fast, average and slow students. Students cannot be herded together solely according to their level of English. They also have to be graded according to their speed of learning. If they are put together solely according to level, the slow students will not be able to keep up with the class, whilst the fast ones will be bored, and will be wasting their time. Many such students leave a school in despair. To operate effectively, therefore, a school really needs about **15** classrooms. A mere **5 to 11** is quite out of the question.

### **Why does the Home Office not act?**

Visa Factories have been operating for well over **15** years. They have been exposed many times by investigative journalists working for highly-respectable newspapers and magazines, and the Home Office know which schools are Visa Factories, but still they do nothing, except in very rare cases. When they are asked why they do not act, they say that they have insufficient staff to inspect the schools or to investigate the workings of the Visa Factories. The Callan School, however, has been told by a Home Office official "*off the record*" that they are not too concerned about the abuses of the Visa Factories, as they are far too busy on other illegal-immigration work.

It would be very easy for the Home Office to control the Visa Factories. All they have to do is make every school put in its brochure that it is obliged to inform the Home Office if its visa students do not attend regularly. In addition to

this, each school, each month, would have to send the Home Office the attendance figures of its visa students for that month. A Home Office inspector could then pick out one school at random per month, visit it, and ask to see the visa students it says it has attending its school regularly. If the school cannot produce the students, because they have disappeared and no longer attend the school, the Home Office could, in future, refuse to grant visas to students enrolling at that school. The Home Office has the power to do this. Until now, it has just phoned the schools and asked if a certain student is attending regularly, and accepted the word of the school that he is.

### **Why do Visa Factories not get a bad reputation among the students?**

As elsewhere stated, Visa Factories could not survive in a town where people know each other - they would soon acquire a bad reputation and go out of business. In a large city, like London, where the population is constantly changing, people seldom know their next-door neighbour, and language students in particular only stay a few months. Consequently, although many students have heard of the dangers of Visa Factories, many have not.

Another problem is that the articles exposing the Visa Factories appear only in English newspapers and magazines, which the students seldom read, or are able to read. The articles should be in the newspapers and magazines in the students' own country.

Finally, one of the biggest problems is that the student who has been deceived by a Visa Factory, thinking he is getting something for nothing (i.e. a language lesson for the price of a cup of coffee) is so angry with himself for being so stupid, that he is too embarrassed to tell even his family and friends for fear of being laughed at. It is like falling for the three-card trick that can be seen performed by sleight-of-hand con men in Oxford Street. Such a trick is against the law, as the innocent members of the public who gamble on it never win.

## What can students do to protect themselves against the Visa Factories?

Given that the British Government seems to be reluctant to take any decisive action against the Visa Factories, there is quite a lot the students can do to protect themselves and each other. If, for example, a student has fallen victim to the trap set by the Visa Factories, he can write to the Home Office, British Council or ABLIS in protest. He should also get any student organisation, of which he is a member, to write to them. Above all, when he returns to his own country, he should write to his local and national newspapers and magazines warning students going to London to beware of cheap schools and Visa Factories.

## The Avalon School

There is a school in London called Avalon which appears to the student to use the same method as the Callan School. This is because it was set up by a Mr. Paul Weeks who did some work on the Callan School as a builder. The School gave him permission to open his own school using the Callan Method, but, after about two years, withdrew that permission because he refused to pay some money he owed the School for books.

Mr. Weeks consequently employed an ex-Callan School teacher (a Mr. Tor Nicol) to write a version of the Callan Method, which his school now uses. This copy of the Callan Method is extremely poor, which is why the Callan School takes no legal action against the Avalon. It cannot obtain anywhere near the same results as the Callan Method, because Mr. Nicol did not understand how the Callan Method really functions. Many people have tried to copy the Callan Method over the years, but all have failed through lack of understanding of its inner mechanisms. They think that they can reproduce in a few months that which took the Callan School ten years to produce.

If the student wants proof of this, he can ask the Callan School for a guarantee for the Cambridge exams and then ask the Avalon for the same kind of guarantee and compare the number of hours each school gives him.

He will, in fact, find that Avalon does not give any such guarantee. It only gives a guarantee for

the Cambridge First Certificate and Advanced exams *if* the student can pass a test to show that he is already capable of passing these exams. A guarantee of this sort can be given by any private school of English anywhere in the world, and is consequently virtually worthless. Unlike the Callan School guarantee, the Avalon guarantee does not guarantee to actually “teach” the student English, but only to get him through the Cambridge exams if he can show that he is already at their level. The Callan School, on the other hand, guarantees *every* student for the Cambridge exams, even if he is a complete beginner.

Another condition of the Avalon guarantee is that the student has to enrol on a course of preparation, usually lasting **12 weeks (120 hours)**. Like this, the Avalon is doubly certain that he will pass the exams. In addition to this, if he fails the exams, he has to wait three months before he can repeat the course free of charge. Most students cannot wait around in London for that length of time.

As proof that the Avalon does not guarantee to actually “teach” the student English, the School does not give the “beginner” student a guarantee for the lower level exams of the Cambridge Key to English Test and the Preliminary. By the time the student has reached the level of the First Certificate, he can be said to have already “learnt” English. The Avalon therefore only actually “prepares” him for the exam. The Callan School, on the other hand, guarantees the student for all the Cambridge exams up to and including the First Certificate.

Avalon also makes it very difficult for the student to keep to the terms of its guarantee by making it a condition that the student attends **90%** of his lessons and does **80%** of the homework the School sets him, and not take a holiday during the course. Also if the student fails the exams a second time, he is given no more free lessons. The Callan guarantee, on the other hand, carries no conditions whatsoever, beyond the student doing **9** compositions before the Preliminary exam and **18** before the First Certificate. If he fails the exams the first time, he is given free lessons until he is successful.

The following are some further facts regarding the Avalon School compared to those of the Callan School:-

The Avalon has **12** classrooms and gives **120** lessons a day. The Callan has **70** classrooms and gives **400** to **500** lessons a day, which enables it to grade students far more accurately and so obtain a faster result.

Avalon gives students homework. The Callan does not, as it is not necessary with the Callan Method.

Avalon does not refund the student his money if he wishes to suspend or is unable or unwilling to continue his studies. The Callan does. It is the only school in London to do so.

The Avalon mixes its copy of the Callan Method with the Traditional Method by giving its students exercises in grammar and writing skills. The Callan School does not need to do this. Its guarantee proves that its students can learn English and pass the Cambridge exams without special lessons of grammar or writing.

### **The Callan School is attacked by the other schools**

Because the other schools in central London are very afraid of the Callan Method (as it teaches English in a quarter of the normal time and they fear it will decrease their income by **75%**), they attack the Callan School, either openly and directly or subtly and indirectly. The kind of things they tell the students is that the Callan School does not teach grammar or writing, or that it is only effective for conversation, or suitable just for Japanese students, or just for Italians, or that its classes are not of mixed nationalities: all of which statements are totally untrue, and should be completely ignored by the student.

### **All brochures say the same things**

A look at the brochures of the schools in central London show that they nearly all say the same things as one another, as if written by the same person. They all use words such as “relaxed, warm and friendly atmosphere.....highly experienced and qualified teachers.....modern and up-to-date methods” etc. This shows they have very little to say that is different from their competitors, and that they are all basically

selling the same product – at varying prices of course.

### **It is your time and money that are being wasted**

Because the schools in central London have a vested interest in blocking the use of the Callan Method, the student must remember that it is his time and money that are being wasted, not theirs. He should, therefore, investigate matters thoroughly.

Any student signing on at a school other than the Callan School is like someone buying a car for **£12,000** when he can have *exactly* the same car for **£3,000** (with a guarantee).

### **Copy of the Callan Method guarantee**

The following is a sample copy of a Callan Method guarantee. It is the kind of guarantee that every student is automatically given when he starts his studies at the Callan School. As will be seen, the student is guaranteed the same result by studying **2** hours a day as by studying **3** hours a day, as the third hour is of little value.

CALLAN  
SCHOOL  
GUARANTEE

This document guarantees

**MARIO ROSSI**

success in the Cambridge Preliminary English Test at the end of a preparation of **150** lessons at **2** lessons a day, or **225** lessons at **3** lessons a day, by the Callan Method, and for the Cambridge First Certificate at the end of a preparation of **300** lessons at **2** lessons a day, or **450** lessons at **3** lessons a day, from the date given below.

If, after these number of lessons, the examinations are not passed, the Callan School will give the student free lessons, in a course, until he is successful in the exams.

At **£3.96** per lesson, the complete preparation will cost the student no more than **£594** for the Preliminary and **£1188** for the First Certificate, subject, of course, to the normal increase in fees. At any other school the cost could be two to three times as much, and the student would require at least four times as many lessons, i.e. about **600** lessons for the Preliminary English Test, and **1200** lessons for the Cambridge First Certificate. If the student at the Callan School is never late or absent, he could reduce his guaranteed studying time even further – often by as much as **25%**.

With the Callan Method consisting of **1263** paragraphs, it will mean the above student is guaranteed to cover an average of **4.21** paragraphs a lesson, at **2** lessons per day.

This figure is arrived at by dividing the number of paragraphs the Method consists of by the number of lessons the School has guaranteed the student for the Cambridge First Certificate. With this figure the student can monitor his own progress, bearing in mind that his progress will not be uniform - on some parts of the Method he will move faster than on others.

The student for his part agrees to do **9** compositions in the three-month period before the Cambridge Preliminary and 18 before the Cambridge First Certificate. He also agrees to do a complete revision of all past work whenever the School thinks it necessary, and to accept any teacher, and go into any course, even though he may not find the teacher or the course to his personal liking or satisfaction. The result is guaranteed in any course and with any teacher, even if the student has a constant change of course or teacher.

**£1000 reward:** In order to help convince the sceptic that the Callan School really can teach him English in a quarter of the time taken by any other school in London, the Callan School offers him **£1000** if he can find any school (not using the Callan Method) that gives its students at the beginning of their studies a written guarantee of success in the Cambridge Preliminary and First Certificate exams (and free lessons if they fail) in less than four times the number of hours guaranteed by the Callan School. For example, if the Callan School has given the student a guarantee for **100** hours (excluding, of course, the percentage added for lateness and

absenteeism) for the Cambridge Preliminary, it will give him **£1000** if he can find a school that will give him a guarantee for less than **400** hours.

### Copy of a Callan Method Certificate

The following is a sample copy of a Callan Method Certificate that every student is automatically given on completion of his studies at the Callan School. On the back of the Certificate are dictations showing the level the student has reached.

CALLAN  
METHOD  
CERTIFICATE

*This is to the effect that:*

**MARIO ROSSI**

*has studied*

**150**

*lessons of English at the*

**CALLAN SCHOOL OF LONDON**

*and has reached Stage*

**Six**

*of the Callan Method*

Stage 6 of the Callan Method is at the level of the Cambridge Preliminary Certificate, whilst Stage 12 is at the level of the Cambridge First Certificate.

With the Callan Method it is not possible to pass from Stage **1** to Stage **2** without knowing at least **60%** to **70%** of the material in Stage **1**. Consequently, whatever Stage is reached automatically shows that the student has mastered this amount of material in the preceding Stages, and is therefore competent up to that level, and would pass any exam at that level.

**2 Jan. 2001** Signature of School.....

The following dictations give an idea of the level of English the student reaches at the end of each Stage of his studies. A dictation is the best yardstick for measuring a student's knowledge of English. It shows that he is able to understand what he hears and reproduce it correctly. It also means that he can translate the dictation and use its vocabulary in any normal conversation. Any employer wishing to ascertain a student's level of English can give him a dictation taken at random from the student's Callan Method book and then ask him to translate it. He could also ask him some questions from the book. In this way, the student does not really need any certificate to show his competence, he can prove his ability to use the language in the same way as a typist can prove her ability to type. The dictations consist of disconnected sentences that enable them to be packed with the maximum number of difficult words.

**Stage 1** – First quarter of Book One – mastery of **250** words.

What's this? It's a pen. Is this a pencil or a book? Is the long table black? No, it isn't, it's white. The short box is green. A city is large but a village is small. Is Mr Brown a man? Yes, he is. Is Miss Brown a boy or a girl?

**Stage 2** - Middle of Book One – mastery of **500** words.

The difference between “any” and “some” is that we generally use “any” in the interrogative and negative whilst we use “some” in the positive. “Any” is non-specific. “What” is specific. The answer to which is “none”. The Present Progressive we use for an action we are doing now.

**Stage 3** – Three-quarters of Book One – mastery of **750** words.

January, February, March, April, May, June, July, August September, October, November, December. The battle was above us in the air. The water below us was very deep. Last month was January. Next month will be March. If I want to eat, I must go either home or to a restaurant.

**Stage 4** - End of Book One – mastery of **1000** words – Cambridge “Key to English Test” level.

Last night I had a very bad dream. Their garden is separate from ours. I made eight mistakes last

time. The news on the wireless today is very good. The bank has a branch in every town in the country. We can go over the river by bridge.

**Stage 5** – Middle of Book Two – mastery of **1250** words.

“Fast” means the same as “quick”, except that we do not add “ly” to it as an adverb. What have they just done? They've just learnt that in the Conditional Tense we use “should” for the first person singular and plural and “would” for all other persons.

**Stage 6** – End of Book Two – mastery of **1500** words – Cambridge Preliminary level – the Preliminary falls anywhere between Stages 6 & 7

The arrow flew through the air and hit the tree in the middle. He looked very strange. He had fair hair, but a dark beard. I do not know how much they gave him, but it was a large amount. I cannot go any further. I am too tired.

**Stage 7** – Middle of Book three – mastery of **1750** words.

It is often easier to tell a lie than to tell the truth, but life is made much easier and much more pleasant if we tell the truth and in return can believe what people say. The man was not very badly hurt in the accident.

**Stage 8** – End of Book Three – mastery of **2000** words.

One side of a coin we call the head side, whilst the other side we call the tail side. Quite by accident he knocked the glass of water off the table onto the floor. Although he smiles broadly, his lips seldom part to show his teeth.

**Stage 9** – Middle of Book Four – mastery of **2500** words.

I am afraid I cannot recommend him for the job. A wound we get from fighting, whilst an injury we get by accident. They decided to separate and sit at separate tables. When applying for a job the manager, or whoever it might be, usually asks us for a reference.

**Stage 10** - End of Book Four – mastery of **3000** words.

The poor beast stood waiting with great patience. The bird swallowed the jewel as though it had been a piece of food. The cushions in the room

were all covered with fur. The curtains had been made into a big bundle and put into a large copper-coloured bucket.

**Stage 11** – End of Book Five – mastery of **4300** words.

Some initial research was done, and a survey was carried out, but then the project was dropped. At the frontier there were several military lorries full of soldiers. We decided to send the towels to the laundry. Among the items on the table was a jar of honey.

**Stage 12** – Cambridge First Certificate Past Examination Papers – mastery of more than **4300** words – the Cambridge First Certificate falls anywhere between Stages **10 & 12**

**Book 6** of the Callan method prepares the student for the Cambridge “Advanced” Certificate.

### **INFORMATION REGARDING OTHER SCHOOLS**

The following information regarding the other schools in London serves not only to show how the Callan School compares with other schools but also gives the student helpful information regarding the number of classrooms the schools have, the maximum number of students they put into a class etc. It saves the student a considerable amount of time, as it is very exhausting and time consuming for the student to have to phone or trek round thirty or more schools in central London just to get basic information in order to make a comparison of their fees, conditions etc, especially if he is only in England for a short period of time.

### **Not an attack on any particular schools but on TEFL in general**

Under normal circumstances, it would be unwise and professionally unethical in any business for a company to name its competitors. But in the case of the Callan School and its Method, the circumstances are not normal. As explained earlier in this brochure, the Callan School is not attacking any particular schools in London. It is attacking schools and TEFL (The Teaching of English as a Foreign Language) in general.

For several years now, the Callan Method has had to battle against the whole TEFL profession, which has stubbornly refused to adopt the Method even though the truth of its claims have been verified by the highest authorities in the profession. This refusal has been entirely motivated by self-interest, with no regard whatsoever for the interests of the students. As elsewhere stated in this brochure, the private schools of English throughout the world are afraid to adopt the Method as they think it will reduce their income by three quarters, whilst the teachers are afraid it will reduce their independence in the classroom and their status in society – none of which is true. For these reasons, they are quite happy to make their students study four times as long and pay four times as much as is necessary. Such an attitude is verging on the immoral.

In their attack on the Callan Method, TEFL try to convince the students that homework, grammar and writing exercises are essential. This, of course, is quite true with the traditional methods of teaching a language, but not with the Callan Method. With the Callan Method, the student learns everything through the questions-answer technique. This is clearly so, as the Callan student passes the Cambridge exams the same as the student who has studied by a traditional method. Consequently, he can read, write, speak and understand to the same level. The only difference being that the Callan student achieves the result in a quarter of the time and at a quarter of the cost.

### **The battle is over. The schools will have to use the Callan Method**

For many years, the Callan School did not know how to overcome the resistance of the profession to its Method. Eventually, it realised that the only way to do so was to put a Preface of **120** pages or more into the student’s books, explaining in detail how and why the Callan Method obtains its results in a quarter of the normal time, and why the TEFL profession is opposed to it, thus ignoring the profession completely and putting the matter directly into the hands of the student for him to decide in his own self interest, as it is his time and money that are being wasted.

This has solved the problem, and the Method is having enormous success now that it is on the



Internet and in the shops where the student can have direct access to it.

This means that the schools in London and throughout the world will be obliged to use the Callan Method, as the student will demand it. No student, for example, is going to want to study for **4** years and pay **£2000** when he can be guaranteed *exactly* the same result in *one* year at a cost of **£500**.

### **The information regarding other schools is not intended to be accurate**

The information in this brochure regarding the other schools in London is not intended to be **100%** accurate or totally up to date – though it is in fact about **90%** accurate and reasonably up to date. Its purpose is mainly to show the difference between the Callan School and its Method and all the other schools and their traditional methods.

### **The information also shows the exceptional conditions offered by the Callan School**

When the Callan School states that it offers conditions that no other school in London can match, some students find it difficult to believe. They think that other schools probably offer the same conditions. They do not realise that, apart from guaranteeing to teach English in a quarter of the time taken by any other school in London, the Callan School is the only school that refunds the student his money (for whatever reason); offers him the choice of six starting times a day; and grades him accurately into one of its **70** courses at any hour of the day, compared to the **5** to **30** courses of other schools.

### **Comparison of fees 1999**

The Charts shown later here below illustrate how well the Callan School fees compare with those of other schools. Taking the **12**-week payments as a yardstick and dividing the schools into three groups – cheap, moderate and expensive, it will be seen that the Callan School fees lie between those of the cheap schools and those of the moderate schools. As explained elsewhere, the Callan School keeps its fees artificially low in order to make its Method available to all students. It is able to do this through its great size, ease of administration and having little need to advertise.

### **A vast difference in fees**

It will be seen from the Charts that there is an enormous difference in fees between the schools. In the **12**-week Chart, the cheapest school is seen to charge **£1.25** a lesson whilst the most expensive charges **£9.75** – a difference of **680%**. It is difficult, if not impossible, to think of any other business or profession that shows such a vast difference in fees between one company and another for offering “supposedly” a similar service.

To understand the significance of this, the student should ask himself if in his home town there is a **680%** difference in fees between one private school of English and another, or between one firm of lawyers and another when offering the same basic service.

Naturally, there will always be a difference in fees between one firm and another in any business, depending on the quality of service they offer, but not a difference of **680%**. It is only in the jungle of the centre of a large city, such as London, in a business that deals with foreigners who do not speak the language, that such a situation can exist. Such a situation could not exist in the student’s home-town as it would soon come to the notice of the general public that something very strange was going on.

Also, by dividing the schools into three groups, it will be seen that the cheapest schools charge an average of **£1.79** a lesson, whilst the middle section charge **£4.42** and the most expensive charge an average of **£8.03** a lesson – the Callan School charging **£3.40**.

**Note:** The “3 lessons a day” for Callan students in the following charts refers to visa students only.

In order to avoid the constant up-dating of fees, the names of the schools in the following fees charts have been changed to those of towns in England. A school, for example, might stop being a Visa Factory and become respectable, in which case the charts would have to be amended and a new brochure produced. As it is not the purpose of the charts to give the latest fees of the schools but just to warn the student of the dangers that some schools present to him and to show him how the Callan School compares with other schools, there is no need for up-to-date

fees. For the latest fees, the student should ask the Callan School or contact the schools themselves.

**Cost of lessons when paid 4 weeks  
(60 lessons) in advance**

Name of School	Total amount	Cost per lesson
1) Derby	98	1.63
2) Stratford	115	1.92
3) Greenwich	123	2.06
4) Dover	125	2.08
5) Lincoln	139	2.31
6) Bristol	140	2.33
7) Manchester	145	2.42
8) Brighton	150	2.50
9) York	185	3.08
10) Birmingham	195	3.25
11) Liverpool	209	3.48
<b>CALLAN at 3 lessons a day</b>	<b>231</b>	<b>3.85</b>
<b>at 2 lessons a day</b>	<b>185</b>	<b>4.62</b>
12) Lancaster	240	4.00
13) Buckingham	240	4.00
14) Bath	260	4.33
15) Winchester	268	4.46
16) Nottingham	305	5.08
17) Canterbury	332	5.53
18) Ascot	340	5.60
19) Luton	345	5.75
20) Newport	345	5.75
21) Huntingdon	375	6.25
22) Washington	420	7.00
23) Rugby	432	7.20
24) Newmarket	480	8.00
25) Wimbledon	500	8.33
26) Boston	532	8.86
27) Woodstock	610	10.16
28) Marlborough	746	12.33
Average =	300	5.00
<b>CALLAN =</b>	<b>185</b>	<b>4.62</b>
Differences =	115	0.38

**Cost of Lessons when paid 8 weeks  
(120 lessons) in advance**

Name of School	Total amount	Cost per lesson
1) Derby	162	1.35
2) Stratford	190	1.58
3) Dover	205	1.71
4) Brighton	235	1.96
5) Greenwich	240	2.00
6) Bristol	241	2.01
7) Manchester	245	2.04
8) Lincoln	278	2.31
9) York	315	2.62
10) Liverpool	348	2.90
11) Birmingham	350	2.91
12) Lancaster	420	3.50
<b>CALLAN at 3 lessons a day</b>	<b>435</b>	<b>3.63</b>
<b>at 2 lessons a day</b>	<b>349</b>	<b>4.36</b>
13) Bath	460	3.83
14) Buckingham	460	3.83
15) Winchester	536	4.46
16) Nottingham	580	4.83
17) Ascot	620	5.16
18) Canterbury	634	5.28
19) Huntingdon	660	5.50
20) Luton	660	5.50
21) Washington	675	5.62
22) Newport	690	5.75
23) Rugby	831	6.92
24) Newmarket	850	7.08
25) Wimbledon	975	8.13
26) Boston	1064	8.86
27) Woodstock	1170	9.75
28) Marlborough	1285	10.70
Averages =	549	4.57
<b>CALLAN =</b>	<b>349</b>	<b>4.36</b>
Differences =	200	0.21

**Cost of lessons when paid 12 weeks  
(180 lessons) in advance**

Name of school	Total amount	Cost per Lesson
1) Derby	225	1.25
2) Stratford	260	1.44
3) Brighton	280	1.55
4) Dover	280	1.55
5) Lincoln	299	1.66
6) Greenwich	333	1.85
7) Bristol	340	1.88
8) Manchester	345	1.92
9) York	395	2.19
10) Liverpool	469	2.60
11) Birmingham	499	2.77
12) Lancaster	575	3.19
<b>CALLAN at 3 lessons a day</b>	<b>612</b>	<b>3.40</b>
<b>at 2 lessons a day</b>	<b>489</b>	<b>4.08</b>
13) Bath	660	3.66
14) Buckingham	680	3.77
15) Winchester	804	4.46
16) Nottingham	815	4.52
17) Ascot	860	4.70
18) Huntingdon	920	5.11
19) Canterbury	927	5.15
20) Newport	945	5.25
21) Luton	990	5.50
22) Washington	1015	5.63
23) Newmarket	1155	6.41
24) Rugby	1224	6.80
25) Wimbledon	1390	7.72
26) Boston	1596	8.86
27) Marlborough	1735	9.63
28) Woodstock	1755	9.75
Averages =	777	4.32
<b>CALLAN =</b>	<b>489</b>	<b>4.08</b>
Differences =	288	0.24

**Cost of lessons when paid 24 weeks  
(360 lessons) in advance**

Name of school	Total amount	Cost per lesson
1) Stratford	440	1.22
2) Derby	450	1.25
3) Brighton	460	1.28
4) Dover	460	1.28
5) Lincoln	475	1.32
6) Bristol	590	1.63
7) Greenwich	630	1.75
8) Manchester	640	1.78
9) Liverpool	749	2.08
10) York	775	2.15
11) Birmingham	890	2.47
<b>CALLAN at 3 lessons a day</b>	<b>1134</b>	<b>3.15</b>
<b>at 2 lessons a day</b>	<b>910</b>	<b>3.79</b>
12) Lancaster	1135	3.15
13) Bath	1260	3.50
14) Buckingham	1280	3.55
15) Nottingham	1450	4.02
16) Ascot	1500	4.16
17) Winchester	1607	4.46
18) Huntingdon	1650	4.58
19) Canterbury	1776	4.93
20) Luton	1800	5.00
21) Newport	1890	5.25
22) Newmarket	1995	5.54
23) Washington	2030	5.64
24) Rugby	2362	6.56
25) Wimbledon	2550	7.08
26) Boston	3024	8.40
27) Marlborough	3466	9.63
28) Woodstock	3510	9.75
Averages =	1459	4.05
<b>CALLAN =</b>	<b>910</b>	<b>3.79</b>
Differences =	549	0.26

**Cost of lessons when paid 48 weeks  
(720 lessons) in advance**

Name of school	Total amount	Cost per Lesson
1) Derby	540	0.75
2) Stratford	806	1.12
3) Dover	820	1.28
4) Brighton	849	1.18
5) Lincoln	928	1.29
6) Bristol	1100	1.52
7) Greenwich	1147	1.59
8) Liverpool	1199	1.66
9) Manchester	1200	1.67
10) York	1350	1.87
11) Birmingham	1595	2.21
<b>CALLAN at 3 lessons a day</b>	<b>2102</b>	<b>2.92</b>
<b>at 2 lessons a day</b>	<b>1683</b>	<b>3.51</b>
12) Bath	2220	3.08
13) Lancaster	2265	3.14
14) Buckingham	2426	3.37
15) Nottingham	2736	3.80
16) Ascot	2900	4.00
17) Winchester	3211	4.46
18) Huntingdon	3297	4.58
19) Canterbury	3429	4.76
20) Washington	3555	4.94
21) Luton	3600	5.00
22) Newmarket	3675	5.10
23) Newport	3780	5.25
24) Rugby	4622	6.42
25) Wimbledon	5100	7.08
26) Boston	6048	8.40
27) Marlborough	6933	9.63
28) Woodstock	7020	9.95
Averages =	2798	3.89
<b>CALLAN =</b>	<b>1683</b>	<b>3.51</b>
Differences =	1115	0.38

**Enormous discounts**

Another extraordinary feature of the fees (as shown later below in the Discounts Charts) is that some of the schools offer enormous discounts to the student if he pays for several

months in advance. They are able to do this as they know full well that most of the students will not stay the course – they either become disillusioned by their lack of progress or leave once they have their visa. Some schools are actually pleased if students leave, as it leaves an empty chair for another innocent student to fill.

It is quite clear that such enormous discounts would not be viable if most of the students stayed the course, as it is not possible to offer the same quality of service at **38%** cheaper if the student just pays an extra **8** weeks in advance, or a **54%** discount if he pays one year in advance. The cheaper schools offer an average of **26%** whilst the middle-range schools offer **18%** and the more expensive schools offer **6%**. The Callan School offers **12%**.

Virtually all schools give a discount for several weeks payment in advance, as it simplifies their administration and lowers their costs. But there is a limit to how much discount can be given without reducing the quality of service. A service industry is not like a manufacturing industry which can produce **5000** items almost as cheaply as **1000**.

It will be noticed in the Charts that, generally speaking, the cheaper the school, the bigger the discount. And it should also be noticed how odd it is that, whilst some schools can only offer a small percentage in discounts others can miraculously offer **40%** or more for the same basic product, i.e. the teaching of English. It surely looks very suspicious.

**Less than the price of a sandwich**

It will be seen from the Fees Charts that some schools are offering students lessons for less than the price of a sandwich, or even a cup of coffee. There is surely something very much amiss when a professional service is so ridiculously cheap.

**An innocent abroad**

The student must always remember that he is in a foreign country and knows little of the language and that, although London is a respectable city, its centre, like that of any other large city, is full of tourist traps. For example, on its pavements, perfume, made in the East End of London, is sold, by street-traders as Chanel No.5

## Pay one month only in advance

If the student is just buying a visa, he is in no danger of losing his money. He pays a year in advance, acquires his visa for a year and then disappears into the London undergrowth. The genuine student, however, who actually wishes to learn English should not be tempted by enormous discounts to get him to pay for several months in advance. He should just pay for one month in advance and then, if satisfied with the school, pay for several months in advance.

## The Callan School provides the facts and figures to help protect the student.

As elsewhere stated in this brochure, the Home Office and British Government do little or nothing to protect the genuine student against Visa Factories and exploitation. The Callan School, therefore, provides him with the facts and figures so that he can decide for himself what to do.

### Discounts given if the student enrolls for 12 weeks instead of 4

School	Discount	Cost per lesson
1. Princes	38%	1.55
2. Mayfair	29%	2.19
3. Oxford Coll	28%	1.66
4. Premier	25%	1.44
5. Evendine	25%	1.55
6. Holborn	25%	2.60
7. Radcliffe	23%	1.25
8. Coll. of Cen. Lon.	21%	1.92
9. Berlitz	21%	9.75
10. Oron	20%	3.19
11. Frances King	20%	5.63
12. Cambridge	20%	6.41
13. Eden House	19%	1.88
14. Central	18%	5.11
15. Leiciester Sq	16%	4.70
16. Avalon	15%	2.77
17. Oxford Hse	15%	3.66
<b>CALLAN</b>	<b>12%</b>	<b>2.72</b>
18. Shane	11%	4.52
19. St Patrick's	9%	7.00

20. Montaigne	9%	1.85
21. St Giles	7%	5.15
22. Regent	7%	7.72
23. Cavendish	6%	3.77
24. ELS	6%	6.80
25. St George	4%	5.50
26. Inter. Hse	4%	9.75
27. Diamond	0%	4.46
28. Sels	0%	8.86

### Discounts given if the student enrolls for 48 weeks (an academic year) instead of 4

School	Discount	Cost per lesson
1. Radcliffe	54%	0.75
2. Princes	53%	1.18
3. Holborn	52%	1.66
4. Oxford Coll	44%	1.29
5. Premier	42%	1.12
6. Mayfair	39%	1.87
7. Evendine	38%	1.28
8. Cambridge	36%	5.10
9. Eden	35%	1.52
10. Avalon	32%	2.21
11. Coll. of Cen. Lon.	31%	1.67
12. Oxford Hse	29%	3.08
13. Leicesrter Sq	29%	4.94
14. Frances King	29%	4.94
15. Central	26%	4.58
16. Shane	25%	3.80
<b>CALLAN</b>	<b>24%</b>	<b>2.34</b>
17. Montaigne	23%	1.59
18. Oron	22%	3.14
19. Berlitz	19%	9.95
20. Cavendish	16%	3.37
21. Regent	15%	7.08
22. St Giles	14%	4.76
23. St George	13%	5.00
24. ELS	11%	6.42
25. St Patrick's	9%	7.00
26. Sels	5%	8.40
27. Int. House	2%	9.95
28. Diamond	0%	4.46

### Maximum number of students in a class

The following Chart shows the maximum number of students each school puts into a class. As can be seen, the average of the schools is **14**. The Callan School puts in **12**, but can go up to **14**; though only in about one lesson in ten will the student find himself in a class of this size. The average class size being about **9** students.

1. Princes	20
2. Evendine	20
3. Holborn	18
4. Oxford House	16
5. Montaigne	15
6. Cavendish	15
7. Central	15
8. Oxford College	15
9. Coll. of Cen. London	15
10. Radcliffe	15
11. St Patrick's	15
12. Frances King	15
13. Mayfair	14
14. ELS	12
15. Avalon	12
16. St Giles	12
17. Shane	12
18. St George	12
19. Cambridge	12
20. Premier	12
21. Eden	12
22. Regent	12
23. Oron	12
24. Leicester Square	12
25. International Hse	12
26. Diamond	12
<b>CALLAN</b>	<b>12 to 14</b>
27. Sels	9
28. Berlitz	8
<b>Average =</b>	<b>14</b>

### Number of classrooms each school has

The following Chart shows how many classrooms there are at each school. As pointed out elsewhere in this brochure, the more classrooms a school has, the more accurately it can grade its students. The Callan School, being the largest school in London, has **70** classrooms, the second largest school has **36** whilst the average school has **15**.

<b>CALLAN</b>	<b>70</b>
1. Frances King	36
2. Berlitz	30
3. International Hse	30
4. St Giles	30
5. Regent	22
6. Oxford House	20
7. Premier	20
8. St George	20
9. Radcliffe	18
10. Evendine	17
11. ELS	16
12. Diamond	12
13. Avalon	12
14. Cambridge	12
15. Sels	12
16. Shane	11
17. St Patrick's	10
18. Cavendish	10
19. Mayfair	10
20. Oxford College	10
21. Eden House	9
22. Holborn	8
23. Central	7
24. Princes	7
25. Montaigne	6
26. Oron	6
27. Leicester Square	6
28. Coll. of Cen. Lon.	5
<b>Average =</b>	<b>15</b>

## Approximate dates the schools were founded

1.	Berlitz	1871
2.	International Hse	1953
3.	St Giles	1955
	<b>CALLAN</b>	<b>1960</b>
4.	ELS	1961
5.	St George	1962
6.	Regent	1964
7.	Coll. of Cen. Lon.	1966
8.	Central	1968
9.	Eden House	1968
10.	Cambridge	1970
11.	St Patrick's	1970's
12.	Frances King	1973
13.	Sels	1975
14.	Oxford House	1979
15.	Montaigne	1979
16.	Holborn	1984
17.	Mayfair	1987
18.	Princes	1990
19.	Avalon	1990

### The following schools have been set up in London since 1990

20.	Leicester Square
21.	Evendine
22.	Cavendish
23.	Shane
24.	Diamond
25.	Radcliffe
26.	Oxford College
27.	Oron
28.	Premier

### Length of lessons

The following list shows how the length of a lesson can vary from one school to another. Such differences have to be taken into account when comparing the number of hours taken by the Callan Method to get its average student to the level of the Cambridge exams. For example, a hundred **45**-minute lessons is equal to **75** hours, whilst a hundred **55**-minute lessons is equal to **92** hours - a difference of **23%**. To

compare like with like, therefore, lessons must always be converted into hours.

		<b>Minutes</b>
1.	Sels	55
2.	Regent	55
3.	St George	53
4.	Frances King	50
5.	Avalon	50
6.	Holborn	50
7.	International House	50
8.	Montaigne	50
9.	Mayfair	50
10.	Princes	50
11.	Coll. Central London	50
12.	Central	47
13.	Berlitz	45
14.	Cambridge	45
15.	St Giles	45
16.	Oxford House	45
	Average =	50
	<b>CALLAN</b>	<b>50</b>

### Other schools' timetables

The following timetables of a cross-section of the central London Schools are just to show the student that virtually all the schools in London offer only **2** or **3** courses a day, compared to the Callan School's **6** courses. Although the Callan student is advised to study only **2** hours a day, he can if he wishes study **1, 2, 3,** or **4** hours a day at any time from **8.30am** to **8.30pm**. This flexibility is only made possible by the extreme flexibility of the Callan Method (which is one of its features) and by the size of the Callan School. The schools, of course, might modify their timetables, but, as with all the comparisons in this brochure between the Callan School and the other schools, the aim is not to give accurate detailed information about the other schools but just to show the enormous difference between that which the Callan School offers the student and that which is offered by the other schools.

Cambridge	Exact timetable not given, but the School is open from 9am to 5 pm
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Central Coll. of Cen. Lon.	9 to 11.45: 12.30 to 3.15 9.30 to 12.30: 1 to 4: 4 to 7: (6 to 8 Mon. –Fri)
Frances King	9 to 12: 12 to 3: 3 to 6: (6 to 8 Mon. Tues. Wed. or Thurs. and 6 to 9 Mon. to Thurs.)
Holborn	3.30 to 6.15: (6.25 to 8.15 Mon. Wed. Thurs.)
Inter. Hse	9 to 12: 1.15 to 4.15: (6.30 to 8.30 Mon. Wed. Fri.)
Mayfair	9 to 12: 12 to 3: 3 to 6: (6 to 8 Mon. Wed. Thurs.)
Montaigne	9 to 12: 12.30 to 3.30: 3.30 to 6.30
Oxford Hse	9 to 12: 12.30 to 3.30: 3.30 to 6.30: 6.30 to 8.30
Regent	9 to 12: 1 to 4
St George's	9 to 1: lunch: 2 to 6: 6 to 9
St Giles	9.10 to 1.10: lunch: 2.10 to 5.10
Sels	9 to 12: 12.45 to 2.45: 12.45 to 3.45:3.50 to 5.50: (6.20 to 8.20 Tuesday & Thursday)

### Schools offering less than 15 hours a week

The following serves to show how few schools in central London offer the student fewer than **15** hours a week. With the exception of one school, such lessons are all after 6pm. The Callan School, on the other hand, as previously stated, offers the student courses of **1, 2, 3, or 4** hours a day at any time from **8.30 am to 8.30 pm**.

School	No. of Hours	Timetable
Mayfair	6	6 to 8 Mon .Wed. Thurs
Holborn	6	6.25 to 8.15 Mon.Wed. Thurs
International Hse	6	6.30 to 8.30 Mon. Wed. Fri.
Frances King	6 or12	6 to 8 Mon. Tues. Wed. or Thurs. or 6 to 9 Mon to Thurs.
Sels	4 or 10	6.20 to 8.20 Tues. Thurs. or 12.45 to 2.45 or 3.50 to 5.50 Mon. to Fri.
Oxford House	4 or 10	6.30 to 8.30 Mon. to Fri.
Coll.of Cen. Lon	10	6.30. to 8.30 Mon to Fri

### List of Callan Method Schools aboard

The following is a list of some of the places abroad where there are schools which use the Callan Method. For the names and addresses of these schools see the list of schools on the walls of the Callan School, ask in Reception or see Callan Website on Internet :- [www.callan.co.uk](http://www.callan.co.uk)

#### Great Britain

London

#### France

Bordeaux  
Nantes

#### Poland

Warsaw  
Krakow  
Kedzierzyn-Kozle  
Katowice 1.  
Bydgoszcz

#### Greece

Rhodes

#### Brazil

Rio de Janerio  
Sao Paulo  
Piracicaba  
Sao Luis  
Goias

Bytom  
Leszno  
Gliwice  
Lublin  
Brwinow

#### Japan

Tokyo

#### Spain

Barcelona  
Granada  
La Coruna  
Murcia  
Valencia  
Vigo

#### Italy

Rome  
Milan  
Biella  
Gravina  
Modena  
Naples  
Agropoli

There are now (July 2002) more than **250** Callan Method schools in **26** countries throughout the world.

## TERMS AND CONDITIONS

### Discounts for certain hours of the day

The Callan School offers the student a discount if he studies certain hours of the day which are less popular than others. These hours can vary, but at present they are **8.30 ; 12.30 ; 13.30** and **19.30**, and the present discount is **10%**. The School reserves the right to change the discount at any time or remove it completely.

### The six courses of the day

The Callan School runs **6** two-hour courses throughout the day – **8.30 to 10.30: 10.30 to 12.30: 12.30 to 14.30: 14.30 to 16.30: 16.30 to 18.30: and 18.30 to 20.30.**

Although the student is allowed to study for one hour in one course and another hour in



another course – for example, **9.30 to 10.30** in one course and **10.30 to 11.30** in another – he is strongly advised not to do so, as he will slow down his speed of learning. This is because no two courses are on exactly the same page, or learning at exactly the same speed, which means that he might find himself having to repeat work unnecessarily. In fact, if he chooses to go into two different courses, it could add **10%** to his studying time and consequently to his guarantee.

### **The third lesson at half price for visa students**

As elsewhere stated in this brochure, visa students automatically receive their third lesson of the day at half price because they are obliged by the Home Office to study three hours a day, whether they wish to or not, in order to be granted a visa.

### **The number of free lessons**

The student naturally has to wait a few weeks between the time he takes his Cambridge exam and the time he receives his results. During this time he can suspend his studies if he wishes, or he can continue. If he has failed, he will be given free lessons, at two hours a day, until the next exam – with visa students being given three hours a day.

### **Private lessons £35 - Registration Fee £20 from abroad or £10 if the student registers in person**

All fees include the Government VAT tax of **17.5%** (where applicable).

The School reserves the right to increase or decrease its fees at any time. This, of course, does not affect advance payments.

### **The number of Trial Lessons**

If the student intends studying at the School for **6 weeks** or more, he is allowed one week, i.e. **5 days**, of Trial Lessons. If he intends studying for **5 weeks**, he is allowed **4 days** of Trial Lessons; for **4 weeks**, **3 days**; for **3 weeks**, **2 days**; whilst for less than **3 weeks**, he is allowed no Trial Lessons. In July and August there are no Trial Lessons.

## **Suspension of studies**

If the student is absent for more than a week and informs the School beforehand, he does not pay for the lessons he misses, even though he might pay for his lessons in advance.

## **Refunds**

Fees for visa-students are not refundable, except where a student's visa is refused and written evidence from the British Authorities is produced, or where indisputable evidence, is produced that the student is returning home. In this case the balance of the fees from the date the student has to leave the country will be refunded.

On the other hand, fees are instantly refundable without question, if the student has paid in advance and does not need a visa and finds himself unable to complete his course.

## **Payments from abroad**

The student is responsible for all bank charges incurred.

# **FEES**

Fees Charts shown later here below, show the student at a glance how much his course will cost him, depending on how much he pays in advance, what time of day he studies and whether or not he is a visa student.

Chart A gives the fees without a discount. Chart B shows the fees with a **5%** discount, whilst Chart C shows them with a **10%** discount. Chart D is for visa students who receive their third hour at half price, whilst Chart E is for visa students wishing to do **4 hours** a day.

## **Payment in arrears**

Students paying in arrears, i.e. at the end of each week, will pay the same fees as shown in the charts plus **20%**. Unlike the system of "Payment in Advance" where the student pays for lessons missed, the student paying in arrears only pays for those lessons he actually receives.