

Builds You A Memory In 4 Short Weeks So Powerful It Is Beyond Your Wildest Dreams Today!



Quite frankly, this is an almost unbelievable advertisement for what has justly been called, "The Most Explosive Memory Course Ever Written."

It is created by Harry Lorayne, who is without a doubt the world's greatest memory expert. It is designed—for the first time in history—to coax incredible performance out of perfectly normal memories. Performance like this—a memory like this—yours without risking a penny!

Never Forget Anyone's Name Again As Long As You Live!

First of all, once you finish this revolutionary new memory course, then you will never again forget the name or face of anyone important to you. You will be able to greet that person by his full name—*instantly*—even if you have not seen him again for 3... 10... even 20 years. This is astonishing enough, but there is still more. This course is also designed to burn into your memory about that person (if you so wish) the following information: The names of his wife and children, and his children's ages. His position in his company. His most avid interests. Even the exact day, month and year of his birthday, if you wish to really impress him. (Let us repeat this fact again: We realize that such a feat of memory is absolutely impossible for you today. But we also realize that it is impossible for you BECAUSE YOU ARE TRYING TO MEMORIZE THIS KIND OF INFORMATION IN EXACTLY THE WRONG WAY. Once you are shown the right way, the impossible becomes commonplace. And you PROVE this, at the end of this course, or you don't pay a penny.)

Memorize An Entire Magazine At A Single Reading!

This, again, is one of the "Final Tests" you will perform at the end of this course, to prove to yourself—and your friends the kind of "Tape-Recorder Memory" you have now developed. This is what you will do— You will take any popular magazine you wish—one that has, for instance, 60 or 70 pages. You will study the magazine once, and perform a simple trick that burns each one of its pages into your memory. (You will not, of course, memorize every word; but you will have enough of a mental photograph of each page to do the following: You will hand that magazine to a friend—turn your back and ask him to call off any number of pages he wishes, in any order he chooses. And you will hear him gasp in disbelief, over and over again, as you tell him *instantly*—not only the editorial contents of each page, but the very advertisements that are placed next to them. You can perform this trick over and over again, as long as you wish. But far more important are the dozens of other applications of this same simple "Memory-Photographer" device: Such as adding more new words to your vocabulary in a single weekend than the average person does in a year. Or committing an entire half-hour speech (or sales presentation) to memory in minutes, so that you can deliver it any time you wish to without hesitation or flaw. Or—to open up a whole new world of fun for you at parties—memorize as many as ten new jokes in a single evening, the instant you hear them, without forgetting as much as a single phrase in any one of them, as much as ten years later. But this is still just the beginning. Because now you go on to develop an entirely new kind of "MATHEMATICAL MEMORY," that actually enables you to:

YOURS FREE!

Harry Lorayne's great new \$6.00 best-seller, **MIRACLE MATHEMATICS**, yours to keep FREE, even if you return the **MEMORY ISOMETRICS COURSE** for every cent of your money back!

Yes, here is the revolutionary new Mathematics-Made-Simple volume which can actually turn you into a MATHEMATIC WIZARD in a single evening! And it's yours FREE, with this special offer! This book is designed to give you a greater mastery of mathematics in a single week than the average person develops in an entire lifetime! You prove this yourself, in the very first evening, when you total up a column of figures as fast as an adding machine! You prove this yourself, just a few evenings later, when you discover in yourself the ability to multiply and divide problem after problem, entirely in your head, without even touching pencil to paper! You prove this to yourself, every single day from now on for the rest of your life, in the hundreds and even thousands of dollars you save in all the "hidden" expenses on your home, car, food, installment buying, investments, life insurance! On the tremendous new power you have to dig deep into ANY area of mathematics—engineering, accounting, statistics—all the information you need to skyrocket your career! Yes! And you prove it most dramatically in the effect your mind now has on the people who mean the most to you! In your new power to draw favorable attention to yourself—to stand head and shoulders above the crowd—to make others respect you, trust you, consult you! Thousands of men and women all over America have already paid up to \$6 each for this amazing volume. But now it is yours, ABSOLUTELY FREE, simply for saving us the cost of billing you for the second half of your MEMORY ISOMETRICS COURSE! Here's how easy it is to get the FREE BOOK: Instead of sending in \$10 with the enclosed No-Risk Coupon, simply send in the full price of the MEMORY ISOMETRICS COURSE today—\$19.98. WE WILL THEN AUTOMATICALLY SEND YOU YOUR FREE COPY OF MIRACLE MATHEMATICS. AND YOUR FULL MONEY-BACK GUARANTEE STILL HOLDS TRUE 100%. Again, you try this course ENTIRELY AT OUR RISK. If you are not delighted in every way simply return the course for every cent of your money back at once, and keep your FREE copy of MIRACLE MATHEMATICS anyway, as our gift!

TAKE THIS SUPER-MEMORY TEST!

Don't pay a cent unless you pass it 100%!

This is vitally important! At the very beginning of Harry Lorayne's MEMORY-ISOMETRIC COURSE, he gives you a Memory Test designed to do two things:

- (1) Show you exactly how inadequate the normal, untrained memory is today. And
- (2) Show you how incredibly powerful that exact same memory can be, once it is strengthened by these simple Memory-Isometric tricks.

Here is a brief outline of that test. Notice how impossible each one of these feats would be for you today. And then read the amazing guarantee at the bottom of the test.

- 1 Memorize a twenty-digit number after staring at it only once.
- 2 Memorize the names and faces of fifteen people, after glancing at them only once.
- 3 Memorize a list of twenty appointments, in their exact order.
- 4 Memorize an entire magazine page by page.
- 5 Memorize an entire deck of cards, without looking at it, but only hearing it called off by another person.

Now here is our guarantee: We believe that you will fail every one of these tests the first time you try them, before you take this course. But we guarantee that you will pass EVERY ONE OF THEM when you have finished the course—OR EVERY CENT OF YOUR MONEY BACK!

This course must perform for you, or it costs you nothing. This test is built into the course to give you undeniable proof that you have achieved that performance—that you actually have developed an "impossible" memory, virtually overnight! You try it entirely at our risk. Why not send in the NO-Risk Coupon—TODAY.

Carry Your Own Telephone Directory In Your Head!

It takes about ten minutes for this course to teach you how to turn any number you wish into a picture—and then burn that number-picture into your memory for good.

Once you learn this simple technique, then you can memorize anyone's telephone number (including the area code) in as little as thirty seconds flat, and never forget it as long as you need it (even if you carry as many as 50 or 100 of them around in your head).

And in addition— You'll be able to give this "Photographic-Memory-for-Numbers" technique a slight twist—and use it to improve your performance in cards so dramatically that your friends may actually refuse to play with you for money any longer. For example, to really unnerve the competition at a bridge game, you can simply have someone call off 47 cards from a deck hidden to you, and then name the number and suit of each of the five missing cards, instantly. Or you can memorize entire price lists, and win sale after sale by quoting facts and figures lightning-fast in a customer's office.

Or indelibly impress a new acquaintance by asking him the date of his marriage (let's say it was January 4th, 1921), and then instantly telling him the exact day of the week on which that date occurred.

Become A "Human Computer" Overnight!

Or (and these are all tricks; but they are incredible fun to perform, and they can win you astonishing attention and respect) you can memorize a twenty digit number—for example 89562374408763967943—within one minute after someone presents it to you. Or you can commit to memory the state capitals (all fifty of them) and their exact populations, and use this stunt whenever you want to warm up a party.

Or you can take twenty-five people in a room... assign a different six-digit number to each of them... and remember every one of those numbers instantly, even if one of those people should accidentally bump into you on the street two years later and ask you to repeat it to him. (Again, it sounds impossible; but you realize this: This last "incredible feat" alone, is actually so unbelievably easy that your eight-year-old son can master it in ten minutes, ONCE HE LEARNS THE SIMPLE TRICK. Here's why.)

With This Revolutionary New Course, You Don't READ your Way To A Super-Power Memory, You PLAY Your Way To It!

Once again, we must repeat this fact: To accomplish every one of the feats described in this advertisement, you need nothing more than the average memory (which you probably call "poor," "unreliable," or "unreliable" today)—PLUS THE SIMPLE TRICKS CONTAINED IN THIS COURSE.

There are TWELVE such "tricks"—or "Memory-Booster Techniques"—in this course. Each one of which is designed to give seemingly super-strength to another vital area of your memory.

For example, one of these Memory-Boosters—which you can master in five minutes—enables you to burn foreign words into your memory almost as fast as your eye can run over them. Another Booster destroys in minutes, the unconscious error that makes you "absent-minded" today. And still another gets rid of embarrassing spelling and pronunciation mistakes at a single glance.

And most important of all, each one of these tricks is given to you—not by your reading about it, at all, or studying, or plowing your way through page after page of dull "blue-sky" theory—but by your PUTTING IT TO USE INSTANTLY. In question-and-answer Mental-Isometric Exercises, that literally BURN IT INTO YOUR MEMORY, FOR GOOD!

(To repeat once again, if you were to read an ordinary book to improve your memory, it could take you a week or two of hard work to master any practical system of memorizing names and faces. But when you use the simple MEMORY-BOOSTER SHORTCUT given you in Section Two of this course, you will be able to memorize the names and faces of FIFTEEN STRANGERS—and memorize them perfectly—THAT VERY NIGHT! You prove this fact to yourself, or the entire course doesn't cost you a penny!)

THIS MAN MAKES \$3,000 IN ONE WEEK WITH HIS MEMORY.

Would you risk a 5¢ stamp to let him give this kind of memory TO YOU!

This is HARRY LORAYNE—hailed by leading authorities as "the man with the most phenomenal memory in the world!"

Perhaps you have seen Harry Lorayne demonstrate his awe-inspiring powers on the Ed Sullivan, or Johnny Carson, or Merv Griffin television shows! Where—by transforming his mind instantly into an incredibly powerful "Memory Magnet"—Mr. Lorayne astounded studio audiences of 300 and 400 people by remembering every single one of their names and faces after hearing them only once!

Or perhaps you are aware of the fact that Mr. Lorayne is paid as much as \$3,000 a week by over one hundred of the country's leading blue-chip corporations—to skyrocket the power of their executives' memories overnight!

Mr. Lorayne's two great books on Mind-Power improvement have already sold close to half a million copies in the United States alone! But now Harry Lorayne takes the name Photographic-Memory-Made-to-Order Tricks that enables him to work virtual "Memory Miracles" with thousands of people and builds them into a revolutionary new memory-isometrics course, that gives you powers of memory overnight so incredible that your friends may actually stare in disbelief when you first reveal them!

Designed To Sell For \$50—Now Yours For A Small Fraction Of That Price!

The Harry Lorayne MEMORY-ISOMETRICS COURSE was originally designed as a monthly correspondence program—consisting of twelve separate Memory-Isometric sections (plus a final accomplishment test for each). It was designed to sell for \$4 for each Section, or \$48 plus postage for the entire program.

Since this Memory-Isometrics Course is completely unique... and since it allows you to accomplish feats of Memory Power that no other course or book has ever even dared attempt before... we believe it would be an exceptional bargain at this \$48 price.

However, since this original price would bar many people who desperately need this information, we have convinced Mr. Lorayne to remove the correspondence feature from the course... to take all twelve sections, and their unique accomplishment tests, and put them together in one handsome loose-leaf binder... and release the course, not for the original \$48, but for only \$19.98 complete.

But we do NOT ask you to pay this amount until you have proven its incredible result for yourself. What we suggest instead, is this:

Send in the enclosed No-Risk Coupon today. Remit at this time only half the total cost of the course—\$9.98. Prove every claim we have made before you pay a penny more. If (as we believe) you are delighted, then and only then send us the remaining \$10. Or, if you are dissatisfied in any way, simply return the Course to us, for every cent of your money back at once.

Thus you have nothing to lose. But you have an incredible memory—a memory so powerful it may be hard for you to conceive of it today—to gain. Why not send in the No-Risk Coupon—TODAY.

INFORMATION, INCORPORATED • 119 Fifth Ave., New York, N. Y. 10003

MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED, Dept. LFW-2
119 Fifth Ave., New York, New York 10003

Gentlemen: Please rush me Harry Lorayne's incredible new MEMORY ISOMETRICS COURSE—not for the original \$48—but for only \$19.98 complete. I am enclosing at this time only one-half that cost—\$9.98.

I understand that I may prove every claim you have made before I pay a penny more. I will use the course at your risk for 30 days. If I am completely satisfied at the end of that time, I will send you the remaining \$10. Or, if I am dissatisfied in any way, I will simply return the Course to you, for every cent of my money back at once!

CHECK HERE IF YOU WANT YOUR ORDER SENT C.O.D. Send only \$1 now as a good-will deposit. Pay postman only \$8.98 plus C.O.D. postage and handling charges. Same money back guarantee, of course.

Name _____ (Please Print)
Address _____
City _____ State _____ Zip _____

CHECK HERE IF YOU WANT YOUR FREE COPY OF "MIRACLE MATHEMATICS." This \$6 best-seller is yours FREE if you enclose the full \$19.98 at this time. Yours to keep FREE even if you return The Memory Course for money back.
© Information, Incorporated 1968