

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, the world's greatest memory expert. It is designed—for the first time in history—to coax incredible performance out of normal memories. Performance like this:

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 for 5...10...even 20 years.* You will be able to ask for his wife and children by name. You will automatically know his position in his company, his most avid interests, *even the exact date 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 INFORMATION IN EXACTLY THE WRONG WAY.* Once you are shown the right way, the impossible becomes commonplace. And you **PROVE** it at our risk!

Now let us go on to the other "impossible" feats you can perform:

Memorize An Entire Magazine At A Single Reading!

This is what you actually learn to do: Take any popular magazine of, say, 60 or 70 pages. Study it once, performing 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:)

Hand that magazine to a friend—and ask him to call off any pages he wishes, in any order he chooses. *And hear him gasp in disbelief, as you tell him instantly—not only the editorial contents of each page—but the very advertisements next to them.*

You can perform this trick over and over again. *But far more important are the dozens of other applications of this same simple "Memory-Photographer" device:* 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 without a flaw. Or, *what's more, a whole world of fun for you—memorizing as many as ten new jokes the instant you hear them, without forgetting a single phrase in any one of them, even as much as ten years later!*

Carry A Telephone Directory In Your Head!

Now this course teaches you how to turn any number you wish into a picture—and then burn that number-picture into your memory for good.

For example, with this simple technique, you can memorize any telephone number (including the area code) in as little as thirty seconds, and never forget it as long

TAKE THIS SUPER-MEMORY TEST!
Don't pay a cent unless you pass it 100%!

This is vitally important! At its very beginning, this *Memory Isometrics Course* gives you a special Test designed to: (1) Show you how inadequate your 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:

1. Memorize a *twenty-digit* number after staring at it only once.
2. Memorize the names and faces of *fifteen people* instantly.
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.*

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. Why not send in the NO-Risk Coupon—TODAY.

as you need it (even if you carry as many as 100 of them in your head).

Or, if you give this "Photographic-Memory-for-Numbers" a slight twist, you can improve your performance in cards, so dramatically that your friends may refuse to play with you for money any longer.

For example, at a bridge game, you can have someone call off 47 cards from a deck hidden to you, and then simply 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 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 win you astonishing attention and respect), you can memorize a twenty-digit number—for example 89562374408763967-943—within one minute. Or you can commit to memory all fifty state capitals and their exact populations, and use this stunt 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.

(Again, it sounds impossible; but 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 PLAY Your Way To A Super-Power Memory.

Once again, to accomplish every one of these feats, you need nothing more than an average memory—PLUS THE SIMPLE TRICKS IN THIS COURSE.

There are 12 such "tricks" in all, each designed to give super-strength to another vital area of your memory.

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

And you automatically master each one of these tricks—not by studying it—but by PUTTING IT TO USE INSTANTLY, in question-and-answer, *Mental-Isometric Exercises* that literally BURN IT INTO YOUR MEMORY. FOR GOOD!

Once again, if you were to read an ordinary book, it could take you a week to learn to memorize names and faces alone. But with the *MEMORY-BOOSTER SHORTCUT* given you in this course, you will memorize the names and faces of FIFTEEN STRANGERS—PERFECTLY—THE VERY FIRST NIGHT! Prove it

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

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

Mr. Lorayne has already demonstrated his awe-inspiring powers on the Ed Sullivan, Johnny Carson and Merv Griffin television shows... is paid as much as \$3,000 a week by over one hundred blue-chip corporations to skyrocket their executives' memories overnight! And now Harry Lorayne takes the same *Photographic-Memory Tricks* that enable him to work virtual "Memory Miracles", and uses them to give you powers of memory overnight so incredibly that your friends may actually gasp in disbelief!



yourself, or don't pay a penny.

Now Yours For A Fraction Of The Original \$50 Price!

The Harry Lorayne *MEMORY-ISOMETRICS COURSE* was originally designed to include twelve monthly correspondence sections—each selling for \$4, or \$48 for the entire program.

However, since this original price would bar many people who need this information, we have removed the correspondence feature and put all twelve sections together in one handsome binder... and released 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 results for yourself. What we suggest instead, is this:

Remit at this time only one-quarter the total cost of the course—\$4.98. Prove every claim we have made before you pay a penny more. If (as we believe) you are delighted, keep it and pay only \$5 a month until the low price of \$19.98 plus shipping and handling is paid. Or, if you are dissatisfied in any way, simply return the Course to us, for every cent of your money back at once.

CLOSE TO 60,000 COPIES HAVE ALREADY BEEN SOLD!

MAIL NO-RISK COUPON TODAY!

INFORMATION, INCORPORATED, Dept. PA-11
119 Fifth Avenue, New York, N.Y. 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-quarter that cost—\$4.98.

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 only \$5 a month until the remaining \$15 plus shipping and handling is paid. Or, if I am dissatisfied in any way, I will simply return the course, for every cent of my money back!

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 1969