

HOW TO PLEASE

YOU ARE TWICE AS SMART AS YOU THINK!

Here are some down-to-earth tips from an expert charmer that can help wives and sweethearts find love—and keep it

WHAT WOMAN is better qualified than lovely Sophia Loren, currently starring with Gregory Peck in "Arabesque," to tell other women the best way to please a man?

Sophia took time out from working on Charlie Chaplin's "A Countess from Hong Kong," to give FAMILY WEEKLY readers a few candid do's and don't's about men. Here's how to win them—and how to hold them, Italian style.

■ 1. DON'T domineer a man. But if you are a strong person—as I am—and feel at times you must, DON'T let him know it! Nothing hurts his ego more.

■ 2. DO dress to please your man, and only him. When I buy clothes, I always keep Carlo [her husband, Carlo Ponti] in mind, and even then I don't always succeed.

For instance, Carlo does not like short skirts, but with hemlines constantly going up, I thought I would compromise a little. When he visited me in London the other day and saw my new dress, he immediately made me promise not to wear it again until I had let down the hem.

■ 3. DO try to be close to your man's family. I want to be as close to Carlo's family as I want him to be to mine because it is more comfortable for all of us. But at the same time, DON'T let them move in with you!

I like to live alone—alone with Carlo, that is. When you are so close to someone, the constant presence of a third party, no matter how dear to you, is an interference, and it is resented by you and your man.

■ 4. DO try to develop a quality of mystery to keep your man interested. When he does something special, show surprise—it will please him.

There is something very beautiful and very dangerous about marriage. Dangerous because you may fall into a routine and become bored with each other. Beautiful because if you can keep up a courtship in marriage, it will bring you all the happiness a woman could ever ask for.

That holds true if you're not married, as well. In fact, just about everything I say holds true as much for unmarried girls as for married women.

■ 5. DON'T play tricks on your man. By that I mean don't intentionally try to make him jealous by flirting with other men. It's unbecoming, dishonest, unfeminine—and may give him ideas of his own!

■ 6. DO be honest with him about yourself (including things you may be ashamed of) because they are bound to come out anyway. Some things you tell him may disappoint him. But if he loves you enough, he will accept them.



With a gentle touch of her hand, Sophia soothes Gregory Peck, her costar in the film, "Arabesque"

And these seven simple actions will prove it to you in a single weekend—by doubling your power to learn!

This article is going to shock the life out of you—because it flatly says "bunk" to every idea you have ever had about how "difficult" it is to learn!

This article says that if you could only liberate the exact same talent and intelligence and ability that you have tied up inside you today—then you could:

- ... read anything you wish, twice as fast as you can read today...
- ... absorb facts like a sponge, and repeat them almost word for word years later...
- ... flash through math, business, financial problems that have you stopped cold today...
- ... hold people spellbound with the power of your speech and your written word...
- ... out-think others when you have to tower over them in judgment, outshine them completely in imagination.

And do it all—not by struggling through dreary textbooks—not by memorizing useless theories—but simply putting your LOCKED-UP LEARNING POWERS to work—today—as easily and logically as this

LEARNING ACTION NO. 1

Lets you skim through a book in thirty minutes! Dazzle others with your insights into it that very same night!

This action is literally a brand new way to read the printed page! Yet it requires nothing more than an ordinary pencil!

Once you are shown it, you will never read a book from cover to cover again! Instead, you will flash right through it—automatically skipping the boring details—automatically scooping up the main ideas as fast as your eyes can travel down the page!

You'll absorb the key ideas of most books in thirty minutes! Burn a magazine article into your memory in five minutes! Master the heart of a business report in three minutes!

LEARNING ACTION NO. 2

Gives you a "Tape-Recorder Memory" for the spoken word! Lets you hear hidden secrets in people's conversation that they don't even know they're revealing!

This second action requires you to ask yourself four simple questions every time someone begins to talk to you!

These questions rivet your attention on that other person's words—keeps your mind from wandering—lets you store up his thoughts as though they were engraved in your memory!

They automatically allow you to amaze your friends by quoting—almost word by word—from conversations you had with them months before!

They allow you to win new friends by remembering details ordinary people completely forget! Impress your superiors by repeating back to them their most casual orders, step by step!

And at exactly the same time, they enable you to "read between the lines" of whatever that other person says! Give you such incredible concentration when you want it, that you almost penetrate into that other person's mind! Discover facts he's trying to hide! Goals he's trying to conceal! Exaggerations he's trying to make you believe!

You'll be amazed at how clearly these questions open up other people's thoughts to you! And they're still just the beginning!

LEARNING ACTION NO. 3

Builds you a power-packed vocabulary! Gives you the words you need—overnight—to load your thoughts with verbal dynamite!

This action involves you in one of the most fascinating games you have ever seen!

This game takes two minutes a day! You can practice it anywhere—while dressing in the morning, driving your car, dining with your friends or family!

And every time you try it—you automatically learn new words! Emotion packed words, that make people stop and listen to you! Crisp, packed words, that make your ideas and stories crackle with excitement!

Power-packed words make people see and feel and do exactly what new words tell them to do! Think of it! The next time you pick up a book, you'll automatically understand hundreds of new words—without even looking at a dictionary. The next time you start to speak in a business discussion, or a private conversation, or a club meeting—every

eye in the room will be focused on you in startled admiration! And this is still just the beginning!

LEARNING ACTION NO. 4

Doubles your problem-solving ability. Makes math problems... business problems... financial problems HALF-SOLVE THEMSELVES before you even touch them!

This action is an ingenious little trick used by every professional math tutor in the country! You use it before you start to work on a problem! It takes seconds to apply! It requires absolutely no math background!

And it works miracles! It turns you into a mathematical wizard! It shows you the answers to dozens of problems before you can even pick up your pencil!

It gives you a feel for figures that will leave your friends gasping at work! It lets you "talk the language of business"—statistics, balance sheets, profit and loss—that completely mystifies most people!

It gives you incredible new powers of making and handling money! Predicting the stock market, running a business, setting up a budget—all these things are yours once you learn the secret of making figures work for you at the snap of your fingers!

And it's still just the beginning! Wait till you read this—

LEARNING ACTIONS NOS. 5, 6 & 7

Lets you burn facts, figures, whole books into your memory! Write simple, clear, compelling English—almost as fast as you can move your hand—without a single mistake in spelling! Write right through the dozens of "make-or-break" tests—license tests... promotion tests... pay-rise tests—that are your gateway to the big money!

For example, would you like to make thousands of bonus dollars with your pen? Write business reports and memos that lift you head and shoulders above the crowd! Or write the story or novel you've always wanted to put on paper! Or dash off sales letters that set new records! Or open up a part time mail order business from your home that has the orders pouring in!

Then try this one prime secret of all professional writers—How to make your thoughts organize themselves so you can copy them right down on the paper!

And see for yourself how easy it is to write Powerful English—to open up a whole new world of accomplishment with one simple action!

Or—and this is the most important breakthrough of all—would you really like to earn that extra diploma you have always dreamed of?

Would you like that blue-chip promotion that has always seemed just two or three steps out of reach?

Would you like a title after your name—a license on your wall—the respect and admiration that tested knowledge—proven knowledge brings in its wake, every single time!

Then prepare for one of the most thrilling evenings of your life! When you put this "Test-Solver" Action to work for you! You're shown a simple five minute ritual—before you take a test that breaks that test wide open! That drains fear and nervousness out of your body like magic! That puts every fact you've learned right at the tips of your fingers ready to go to work for you at an instant's notice—ready to give you advancement scores so high that you move ahead faster than you have ever dreamed!

PROVE IT YOURSELF ENTIRELY AT OUR RISK!

Let me be perfectly frank! These seven simple actions are literally the difference between being first in line for life's treasures—or being satisfied with other men's lives!

As far as we know, they have never been collected between the covers of a single book before! Now, at last they're yours in HOW TO DOUBLE YOUR POWER TO LEARN, by Eugene M. Schwartz!

The cost of this one volume encyclopedia of learning made-easy is only \$5.98—far less than other books that do not do its job nearly as well!



EUGENE M. SCHWARTZ

For the past six years, Gene Schwartz has worked with some of the country's leading pioneers in deuto learning the modern science of learning how to learn. As writer, editor or publisher, he has been instrumental in bringing to the American public books on Memory Improvement, Executive Training Techniques, High-Speed Learning, Creative Thinking, Problem Solving, Time Organization and many more.

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