

READ BELOW why this Hard-Hitting Volume has racked up the incredible sales figure of:

225,000 COPIES SOLD IN AMERICA ALONE*

Certainly one of the best-selling books on education in the world today!
 • ENGLISH edition now selling close to 2,000 copies a week!
 • GERMAN edition sold out almost overnight!
 • AUSTRALIA reports "can't keep book on shelves", despite price \$2 higher than in U.S.A.!

• Why such run-away sales? BECAUSE IT WORKS! Works so well that educators around the world recommend it to their own students, family, friends. That an INDIAN principal writes: "Other schoolmasters come from miles around to witness children trained in these techniques."
 • And now it's available to YOU, to skyrocket YOUR child's grades in school overnight! Read the thrilling details below. Try it at our risk!

*Sales figures include adult version

HOW TO TURN YOUR CHILD INTO A CLASSROOM WIZARD

Yes! Here at last is your chance to make such an overwhelming difference in your child's performance in school — in as little as five short minutes of your time every day — that the teacher may actually call you up to see what happened!

Let me explain! I don't care whether your child is six years old or twenty—boy or girl—in grade school, high school or college! It makes no difference how difficult it is for that child to concentrate today... how poor his memory may be... how much a prisoner he is of crippling mental habits... how terrified he may be of mathematics, or grammar, or social studies, or even the hardest science course!

I believe that your child's mind is working today at only HALF its true power—simply because he has never been taught the right way to make his subjects half-teach themselves!

Simply because he has never been shown the few simple secrets of Speed Reading, that are taught in almost every university in the country today—and that let him flash through the printed page TWICE AS FAST as he can read today—with absolute understanding of every word!

Simply because he doesn't know the right way to feed his mind mathematical problems—so clearly and logically that those problems HALF-SOLVE THEMSELVES before he even touches them!

Simply because he doesn't know the right way to prepare for his tests—so completely that he actually knows as many as FOUR OUT OF FIVE of the questions that his teacher must ask him on that test, RIGHT DOWN TO THE VERY WORD THAT THE TEACHER WILL USE TO PHRASE THOSE QUESTIONS!

Power-Studying Is A Trick! Your Child Can Master It In 5 Minutes A Day!

Yes! Speed-reading is a trick! Problem solving is a trick! Burning facts, figures, whole lessons into your child's mind is a trick! And, above all, taking the sting out of tests and making them half-answer themselves IS A TRICK! Top grades can be made to order; your child doesn't have to be a genius to get them!

The real secret of coaxing top grades out of your child is as simple as teaching him to tie his shoelace! You can do it in five minutes a day, SIMPLY BY SHOWING HIM THE RIGHT STUDY TECHNIQUES! IQUED! Simple techniques perfected by private-school teachers, professional tutors, writers of speed-teaching adult-education courses all over America!

Study techniques that you and your child probably never dreamed existed! So powerful that I'll prove them to you, without your risking a penny. Here's how.

After A Single Night His Teacher May Marvel At His Improvement!

Let me send you—at my risk—one of the most fascinating books you have ever read. When this book arrives, set aside just a few minutes. Get ready to see the incredible performance your child can give you ONCE YOU GIVE HIM THE PROPER MENTAL TOOLS!

What you are going to do, in this very first weekend, is this. You are going to make three simple tests with your child, each one of which will show him such a thrilling spirit in his ability to learn, that he may actually cry out with joy!

First, turn to page 87. Read this page alone—nothing more. Then ask your child to read to himself one page in any of his books. Time him. And then, simply take an ordinary pencil and place it between his teeth as we show you! NOW ask him to read another page! Time him again!

READ THESE THRILLING TESTIMONIALS:

From Reviews and Letters Received From Teachers and Private Tutors

"I am a retired teacher—who, after 35 years as a regular in Michigan, continues as a substitute and tutor. I only received it today and I have only read one third of it but it just sounds like the answer to a prayer. I am only sorry we did not have it years ago." A.P.S., Tampa, Florida

"This summer I tutored a boy who had failed in Math and earned a D (70 or less) in English in the eighth grade. He was accustomed to considering himself 'stupid'. This fall, he is not concerned with passing—he is going after A's! We have a new boy on the way, thanks to you."

S.R.W., Orlando, Florida
 "I am an educator of thirty (30) years standing. I recently purchased a copy of your book. I found it excellent, with many fine suggestions for improving not only my child's learning, but my own as well. In fact I thought so highly of the book I gave my copy to a friend as a gift. May I order another copy to keep as a permanent reference on my desk."

Member of Board of Education of world's largest city.
 "I'm convinced that any parent could take this book, and measurably improve his child's grades."

G.R. Benson, Jr., High School Art Teacher, Madison, N.J.
 "Mr. Schwartz has done an excellent job. His book is easy to read. He arranges our job systematically, and spells it out in detail. We race through the book saying 'This is a good idea.' or 'Now there's an idea that will work.'"

"The author has told us exactly what the child must do to improve his grades. He pulls no punches. . . . He has spelled out in plain English the techniques that will turn the trick in improving the pupil's grades. There's no doubt about it."

From SCHOLASTIC Magazine
 "This book, lucidly and excitedly, because you feel a sense of optimism as you read, teaches the parents how to aid their children to achieve academic success by proper study, memory, and test-taking techniques."

"With early cooperation in the areas of English and Mathematics, the child will be fully prepared to take the College Board exams successfully and to move on toward his chosen career."

Bernard Natperin, Teacher-Counselor, Newark, N.J.
 "Challenging in its concept and teaching methods. Well worth the small investment."

Head of Psychology of prominent business school in Boston.
 "I feel that the strongest part of the book is the art of intelligent listening. We have repeatedly emphasized the need of 'active listening' in our program, but have not been able to employ as clear-cut rules as those presented by Mr. Schwartz. Personally, I am quite anxious to expose students to these steps, since I feel that grades in reading and mathematics are often lost in the reading and mathematical areas of our remedial set-up are handled by specially trained people. I have shared the book with as many as are available this summer, and they have agreed with me on its value. From our discussions has come a recommendation that several copies be purchased to supplement materials used in student intervention on courses."

Head of Psychology of prominent business school in Boston.
 "From Parents Like Yourself (and their children):"

"No one has been able to really produce a concrete solution until now. My mother-in-law sent us this book. I only received it today and I have only read one third of it but it just sounds like the answer to a prayer. I am only sorry we did not have it years ago." A.P.S., Tampa, Florida

"It is well written, well thought out and beautifully organized. . . . It is without question, the logical approach!"

"I made me aware of how important school is. I had been a hard worker but I did not know what was important. . . . This was the smartest thing I ever did. It looked like I was going to come in second every time—not any more."

Christopher W. (15 years old), Smithtown, New York
 "Anyone can understand this book. I am delighted and will recommend it to all my friends."

Mrs. N.D.S., Portland, Oregon
 "I only wish I could have read it ten years ago."

"I got this book to improve myself in school and what I have read is worth every cent!"
 " . . . well organized, fast reading, first book I've read which offers concrete ideas about improving the pupil's grades"

AND THRILL TO THE SUDDEN BURST OF SPEED YOU HAVE LIBERATED, AS HIS EYES FLASH OVER THAT PRINTED PAGE!

But this is only the beginning! Second, turn to page 135. Glance over the fascinating word game you find there. Play this game with your child for five minutes. See for yourself how he enjoys it.

And then ask him—without his ever hearing them before, and without going to the dictionary—to give you the meaning of FIVE DIFFERENT FOUR-SYLLABLE WORDS, THAT WOULD STUMP MOST COLLEGE STUDENTS!

And watch the excitement on his face as he reels off answers instantly—THE EXACT MEANING OF THOSE "IM-POSSIBLE" WORDS.

And now turn to page 145—and break mathematics wide open for him!

Yes! Teach him this one five minute secret! And then let him take any homework paper that's been turned back to him and have him do the problems again! And see for yourself that he now makes up to 20% FEWER ERRORS—UP TO ONE-FIFTH BETTER GRADES—ALL FROM ONE SIMPLE CHANGE IN HIS WORK HABITS!

Now Watch Him Shine In Math, English, Science!

Think of it! From this moment on, in only five short minutes a day, you begin applying these wonder-working techniques of Power Learning to every untrained corner of your child's mind! You begin breaking through mental barriers that have been blocking him for years!

You begin tapping the buried powers of your child's mind! Powers that you have glimpsed before in brief flashes—now brought to the surface—strengthened with simple formulas to double their potency—and placed forever at his beck and call, ready to astound his teacher at the blink of an eyelash! For example—

DOES HE MAKE THE SAME SPELLING ERRORS AGAIN AND AGAIN?

Then turn to page 125. Teach him three fun-filled tricks that burn to correct spelling of any word forever into his mind . . . and watch with astonishment from that day on, as he writes those former "trouble" words—automatically—as easily as he writes his own name!

DOES HE HAVE TROUBLE EXPRESSING HIMSELF IN CLASS?

Then turn to page 119 and see how incredibly easy it is to overcome shyness and uncertainty—make recitations sparkle—think instantly on his feet—build thought upon thought correctly and dramatically—reason logically—persuade others to his view—stand out head and shoulders above the rest of the class!

AND DOES HE FREEZE UP IN TESTS? FORGET MATERIAL HE KNEW PERFECTLY THE NIGHT BEFORE? RUN OUT OF TIME AND LEAVE HALF THE QUESTIONS UNANSWERED?

Then get ready for the revelation of your life starting on page 195! Just take



EUGENE M. SCHWARTZ
AND HIS SON MICHAEL

When a father worries about the kind of education his son is getting in school—and when that father is also president of a publishing company that specializes in modern learning methods—then sparks really fly.

For the next eight years, Eugene 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, Thinking, Problem-Solving, Time Organization and many more.

But why not adapt these incredibly powerful learning breakthroughs to the problems faced by children of all ages in their classrooms? This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says. "I couldn't rest till I did it."

one look at this complete armory of test-passing techniques—that remove all trace of nervousness and tension—that take all the trickery out of those double-meaning test questions—that practically pop right answers into his mind to even the hardest test questions, the instant he needs them!

Read It At My Risk!

What I've described to you on this page is only a small sampling of a revolutionary new book, HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL!

Here at last is a practical, easy-to-read book on improving your child's performance in class that really works! It is meant for every child—6 or 20—boy or girl!

It brings that child—overnight—incredibly powerful new study techniques that he probably never even dreamed existed before! Study techniques perfected by private-school teachers, by professional tutors, by writers of speed-teaching adult-education courses all over America!

Yes! Rapid-study techniques, that produce twice as much homework, in half the time! Flash-reading techniques, that pick out the CORE of an assignment, as fast as your child's eyes flash over the page!

Word-building techniques, that can double your child's vocabulary in a few short weeks! Instant-problem-solving techniques, that give him the answer to "jaw-breaker" math problems as easy as 1-2-3.

And—above all—a complete armory of test-passing techniques—that can literally DOUBLE the grades of your child in every one of his classes in school! That can turn D's and C's into B's or even A's! That can turn 60's or 70's or 80's into 80's or 90's or even 100's! THAT CAN UNLOCK THE TRUE, NATURAL ABILITY OF YOUR CHILD, THAT IS BEING TRAGICALLY HALF-WASTED TODAY! AND PUT HIM ON THE ROAD TO THE COLLEGE AND FUTURE OF HIS CHOICE—TODAY!

The price of this revolutionary new book is only \$5.98. But you prove it at our risk for thirty days! It must do everything we say—or every cent of your money back immediately! Try it—TODAY!

EXECUTIVE RESEARCH INSTITUTE, INC.
 119 Fifth Avenue, New York, N.Y. 10003

MAIL NO-RISK COUPON TODAY—

EXECUTIVE RESEARCH INSTITUTE, INC.,
 DEPT. P-HM7
 119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Without obligation, please rush me the brand-new 1969 edition of HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL. I am enclosing only \$5.98. If I am not completely delighted within 30 days, I will return book for money back at once.

If you wish your order sent C.O.D., check here. Enclose only \$1 good-will deposit. Pay postman balance plus C.O.D. postage and handling charges. Same money-back guarantee of course!

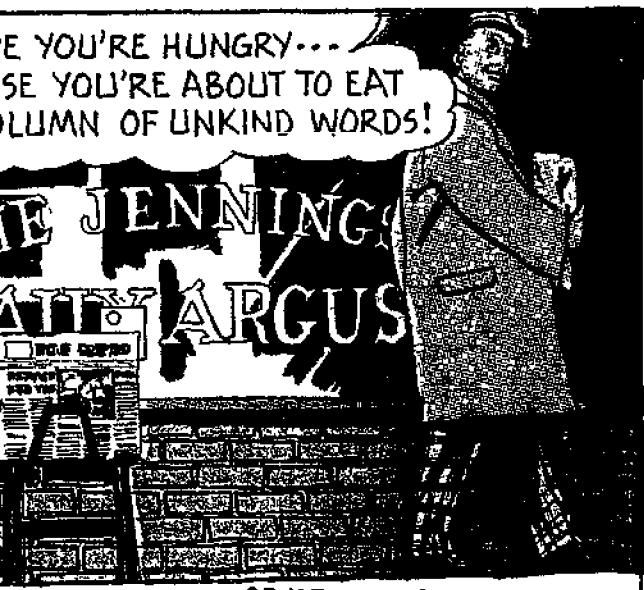
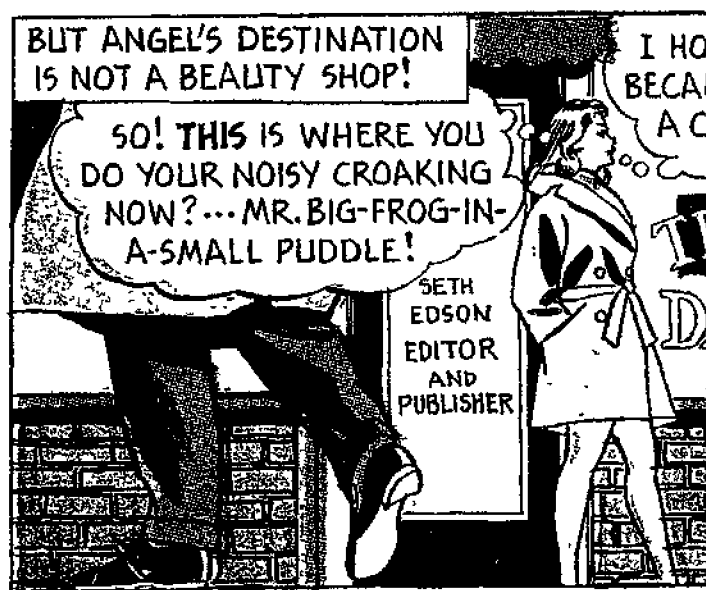
Name _____
 (Please Print)

Address _____

City _____

State _____ Zip _____

© Executive Research Institute, Inc. 1969



3-2-69