

READ BELOW why this Hard-Hitting Volume has rocked up the incredible sales figure of:  
**225,000 COPIES SOLD IN AMERICA ALONE!**

\*Sales figures include adult version

# HOW TO TURN YOUR CHILD INTO A CLASSROOM WIZARD

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 rush 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 WORDS 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 simply as teaching him to tie his shoelaces. You can do it in five minutes a day. SIMPLY BY SHOWING HIM THE RIGHT STUDY TECHNIQUES! Study 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 spurt in his ability to learn, that he may actually cry out with joy!

First, turn to page 93. 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! 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 35. 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—easily and instantly—THE EXACT MEANING OF THOSE "IMPOSSIBLE" WORDS.

And now turn to page 166—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 surround his teacher at the blink of an eyelash! For example—

## DOES HE MAKE THE SAME SPELLING ERRORS AGAIN AND AGAIN?

Then turn to page 141... 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 211! Just take 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

## EUGENE M. SCHWARTZ AND HIS SON MICHAEL

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

For the past nine years, Gene Schwartz has worked with some of the country's leading pioneers in deutor-learning, the modern science of learning how to learn. As writer, editor of 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, and Time Organization.



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!

— MAIL NO-RISK COUPON TODAY! —

**EXECUTIVE RESEARCH INSTITUTE, INC., Dept. PA-1**  
 200 Madison Avenue, New York, N.Y. 10016

Gentlemen: Without obligation, please rush me the brand-new, 1970 edition of HOW TO DOUBLE YOUR CHILD'S GRADES IN SCHOOL. I am enclosing only \$6.98. I understand this book is fully guaranteed. If I am not completely delighted within 10 days, I will return book for money back at once.

Name \_\_\_\_\_  
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 Please charge my credit card: Signature \_\_\_\_\_  
☐ American Express ☐ Bank Americard  
☐ Diners Club ☐ Master Charge Bank and No.  
 Account No. \_\_\_\_\_

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## 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 like your book for selfish reasons, primarily! It vindicates my 45 years of practice! Your ideas belong IN THE SCHOOLS.

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 noticeably improve his child's grades."

"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 puts 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