

READ BELOW why this Hard-Hitting Volume has racked up the incredible sales figure of: **215,000 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.
- And now it's available to YOU, to skyrocket YOUR LEARNING POWER overnight! Read the thrilling details below. Try it at our risk!

*Sales figures include school version

Don't Pay A Penny For This Book Till It **DOUBLES** 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—entirely at my risk, without your paying a single penny till you prove every word of it yourself!

Here's how!

READ THESE THRILLING TESTIMONIALS:

From the Head of the Psychology Department of One of America's Leading Business Schools in Boston, Mass.

"I feel that the strongest part of the book, although perhaps the least stressed, is Chapter 12—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 some students to these sixteen steps, since I feel that together with the other parts of the program, grades in lecture courses should improve. 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, thus far, they have agreed with me on the value of the book. From our discussions has come a recommendation to the Library Committee that several copies be purchased to supplement the materials used in the specific remedial and study improvement courses."

Mr. N. S. J.

From Three Men and Women Exactly Like You

"I could not resist writing to tell you how much pleasure and satisfaction I have derived from your book, "How To Double Your Power To Learn." This book is a masterpiece of ingenuity.

Prior to obtaining your book, I had been making an exhaustive study of the dictionary in order to learn the meanings of words and increase my vocabulary. Your easy, effective method of recognizing and learning new words eliminated my constant reference to the dictionary. I never dreamed learning could be so simple!

Your book is well worth the price and MORE! Many, many thanks for the tremendous satisfaction you've given me through your extraordinary methods of teaching me the easy way to self-improvement."

Sincerely yours, Mrs. S. S.

"I've never seen so much common sense packed into one volume. Have mailed my first copy to my daughter just entering college and so need another for myself."

Thank you again, Mrs. G. R.

"God has given you a great gift . . . your book HOW TO DOUBLE YOUR POWER TO LEARN is not only a good book; it could have been written only by a "genius".

It contains everything, plus creative power! Starting my studies in University, this book is even before the dictionary."

Mrs. J. B.

From a Member of the Board of Education of the Largest City in the World

"I am an educator of thirty (30) years standing. I recently purchased a copy of your book. I found it an excellent book with many fine suggestions for improving learning. In fact, I thought so highly of the book I gave my copy to a friend as a gift, and it was very gratefully received.

May I order another copy of your book to keep as a permanent reference on my desk."

Yours truly, M. C.

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 fast 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!

And you'll file these facts away in your mind in such perfect order—automatically—that you can pull them right out again at an instant's notice! So you can back up every point you make in conversation with dozens of overwhelming facts . . . fill every one of your statements with authority and conviction . . . win other people to your views so completely that no one else could ever lure them away! And this is just the beginning!

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

Buils 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! Color-packed words, that make your ideas and stories crackle with excitement! Power-packed words, that make people see and feel and do exactly what these 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 problems-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 . . . making one dollar do the work of a hundred—all these skills 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! Whiz right through the dozens of "make-or-break" tests—license tests . . . promotion tests . . . pay-raise tests—that are your gateway to the big money!

This is the pay-off! Now you start turning your knowledge into the kind of life you've always dreamed of!

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 Powerhouse 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! When 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!

SEND NO MONEY!

PROVE IT 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 leavings!

As far as we know, they have never been collected between the covers of a single book before! Now, at last, they are 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.

But even more important is its unconditional guarantee! This book must deliver every single promise we have made—it must show you beyond doubt that ACTION and not theory is the key to literally DOUBLING your earning power—or simply return it for every cent of your purchase price back!

You have nothing to lose! A whole new world of accomplishment to gain! Send in the No-Risk Coupon below—TODAY!



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.

But why not take all these incredibly powerful learning breakthroughs—and pack them into one great book—that can be used by any man or woman to show overnight results in their learning power—and earning power—so startling that they may literally take their breath away!

This is the goal of this book! "The job was too important to leave to someone else," Mr. Schwartz says, "I couldn't rest until I did it myself!"

EXECUTIVE RESEARCH INSTITUTE, INC.

119 Fifth Avenue, New York, N.Y. 10003

SEND NO MONEY!
PROVE IT AT OUR RISK!

EXECUTIVE RESEARCH INSTITUTE, INC. DEPT. NYB-4
119 Fifth Ave., New York, N.Y. 10003

Gentlemen: Please rush me the brand-new edition of "HOW TO DOUBLE YOUR POWER TO LEARN." I understand this book is mine for only \$5.98 complete!

In addition, I understand that I may examine this book for 30 full days, entirely at your risk! If, at the end of that time, I am satisfied, I will remit only \$5.98 plus shipping and handling charges. If not, I will simply return the book to you and owe nothing.

Name _____
(please print)
Address _____
City _____
State _____ Zip _____

FREE GIFT PLUS EXTRA SAVING! Enclose only \$5.98 now, and not only save all postage and handling charges, but also receive, FREE, THE COLUMBIA-VIKING DESK ENCYCLOPEDIA. Literally a one-volume library, with over 2,000 pages and 31,000 articles, it's yours FREE, even if you return "HOW TO DOUBLE YOUR POWER TO LEARN" for every cent of your money back.

© Executive Research Institute Inc. 1968