

fingers can write! That's where the Calculator comes in — you can go three times as fast with your machine doing the dirty work.

It's easier and more interesting. And you'll understand it better when it's fun. (If you haven't yet tried out a modern scientific-statistical calculator, you're in for a pleasant surprise — see below!)

WHY MATH? To get a promotion or a new job. Just to hang on to that job you've got. To quicken your mind. To understand this world you live in. To impress people. Just for some fun you'll feel good about. (Read those letters below to see how it has worked for others.)

Do it at home... You can start right away and go as fast as you like! Put it aside while you're busy with something else in short, set your own pace!

Lots of us like to avoid being compared with the other members of a class we like to set our own standards. Too. we like to save the time and expense of going to a school or seminar. (Best of all, it's a lot cheaper to study at home where the rent is already paid — read on!)

Let's be honest. You wouldn't expect to learn to play baseball or chess by watching an expert do it. Math is the same — you'll need to do some work. BUT with my calculator method, you'll see it's a whole new ball game!

THIS METHOD IS FRIENDLY! You can use it on your own. You follow interesting examples step-by-step with calculator keystrokes — instead of algebra.

Let me introduce myself — I'm Dr. George McCarty and I teach at the University of California. Tens of thousands of people like yourself have already used my guidebook to teach themselves calculus. Recently I have teamed up with another professor. We put those same tested and proven techniques to work for you in a new Statistics Guidebook.

Even if you've had trouble with math, this method will work for you. Choose the one you want to learn, calculus or statistics (or both) and start today!

As pennywise Ben Franklin said, 'An investment in knowledge pays the best dividends.

### CHOOSE STATISTICS

It's used everywhere — to set insurance rates and to assess a drug's effectiveness, to detect a crooked roulette wheel and to measure lightbulb lifetimes, to audit the books and to find your position at sea.

People have always known that their experience was not a perfect guide to the future. Statistics shows us

SIC

that uncertainty is not only inevitable but it itself is measurable. You'll find out about

this in my guidebook. You'll read informal explanations with detailed calculations for topics like "confidence intervals" and "contingency tables."

YOU'LL BE DOING Inference and Hypothesis Testing, the Chi-Square Distribution, ANOVA, Regression and Correlation, Non-Parametric

Methods — they're all here.
SUPPOSE YOU HAVE ALREADY STUDIED STATISTICS. You'll use Quick-Reference Guides to go straight to a topic you want to refresh yourself on — then get right-now answers in your own field, business, biology, science, psychology, education.

The Guidebook is guaranteed to work with any calculator or computer. If you would like to start out with a fancy new machine, order my Statistics Kit which includes the guidebook and a TI-35 calculator which finds means and standard deviations at the touch of a button. It has an LCD display, 1000 hour batteries — the works.

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### CHOOSE CALCULUS

The math of science and engineering satellite orbits and compound interest, bacterial growth and radioactive decay, marginal profits and reaction rates.

You'll find out about these concepts when you use the Calculus Kit. This Kit

contains my guidebook and a TI-35 calculator which finds log and trig values at the touch of a button. (It's modern, too, with LCD display and 1000 hour batteries.)

In the guidebook you'll learn both differential calculus and integral calculus — even differential equations!

NEED TO EVALUATE functions, areas volumes — solve equations — use curves, trig, polar coordinates — find limits for sequences and series? It's all here!

If you're in the biological, social or physical sciences, you'll be doing Bessel functions, carbon dating, Gompertz' growth curves, half-life, future value, marginal costs, motion, cooling, probability, pressure — and plenty more.

Important numerical algorithms are here, too: rational and Padé approximation, bracketing, continued fractions, Euler's method, Heun's method, iteration functions, Newton's method, predictor-corrector, successive substitutions, Simpson's method and synthetic division.

If you already have a scientific calculator, you can get just the Calculus Guidebook.

George W. Cart

P.S. - YOU CAN DO IT! I'm certain I can show you this easy way to success with math, so I guarantee it to you unconditionally — if you are not satisfied just send it back for a prompt refund!

- Professor H.I. Freedman of the U. of Alberta, states, "There can be no question as to the usefulness of this book...lots of exercises...very clearly written...easy reading."
- "...straight-to-the-point explanation

-HP Key Notes

• Tektronix Engineer Bill Templeton says, "The best, most clearly written book I have seen for improving your math skills."

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### What's Wrong with Our Technological Society, and How To Fix It

By Simon Ramo

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By Witold Rybczynski

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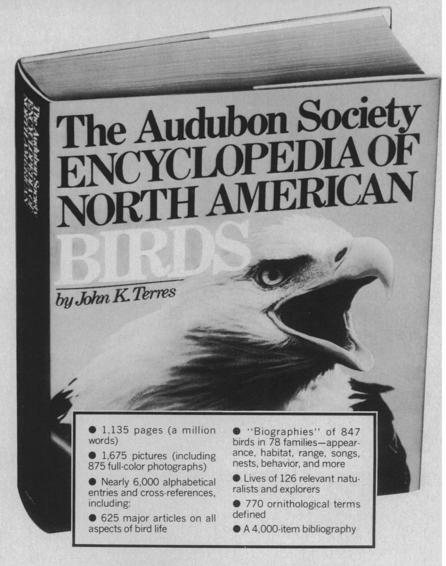
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### About the author

JOHN K. TERRES, who for 13 years edited *Audubon* magazine and in 1971 received the John Burroughs Medal for distinguished nature writing, has devoted over two decades to the preparation of this book.

"Awesome," writes Edmund Fuller in the Wall Street Journal, "is the only word for the author's knowledge of his field...A magnificent project...the extraordinary capstone of a career."



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