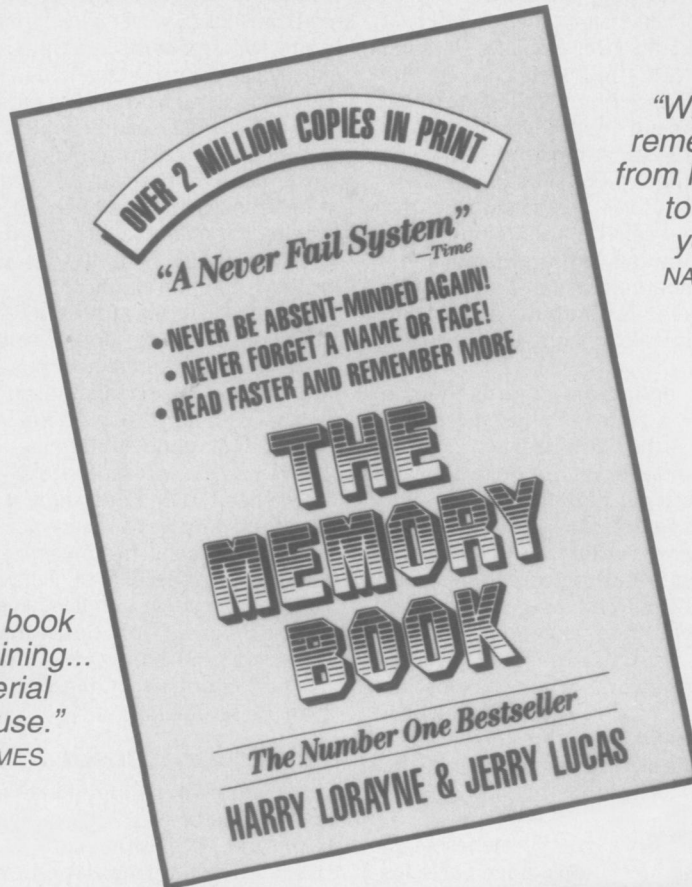


Aerobics For Your Memory

Only \$6.95 (Pub. \$16.95)

"A Never Fail System."
TIME MAGAZINE

"A most unusual book about memory training... absorbing material to practice and use."
LOS ANGELES TIMES



"Will enable you to remember everything from long-digit numbers to where you left your car keys."
NASHVILLE BANNER

"It's easy, it's fun...it works."
COLUMBUS DISPATCH

Systematic workouts. Pays off for the body. Guaranteed to pay off by giving you a great memory.

The operative word is 'Systematic'. *The Memory Book* authors—Harry Lorayne and Jerry Lucas (he's the Olympic Gold Medal winner and NBA's Most Valuable Player who was also Phi Beta Kappa)—have created systems, easily learned and quickly applied, that can begin to improve your memory in no time.

The Memory Book uses a few basic building blocks: the proven efficacy of association (we remember the shape of Italy because we learned it looked like a boot), the Link System (if you're associating properly, one word links you to the next) and Substitute Words (Example: for Alaska, picture 'a flaming dessert', or 'I'll Ask Her', or 'a last car').

Using *The Memory Book* systems, you'll be delighted to find yourself remembering those details that seemed to invariably slip out of your mind; phone numbers, appointments, information you've read.

In its 237 pages and 27

chapters, *The Memory Book* will help you with:

- Long Words, Appointments
- Errands and Shopping Lists
- Foreign and English Vocabulary
- Long-Digit Numbers
- Names and Faces
- Style Numbers, Prices, Telephone Numbers
- Playing Cards
- Sports
- The Stock Market
- Reading

Those are a few of the many areas dealt with in detail.

The Memory Book can be a boon to anyone—whether in business or a student. And its language and systems are so clear and simply written, even a child can be taught.

Start your first class in 'memory aerobics' by ordering *The Memory Book*. Just mail the completed coupon.

Our Unconditional Guarantee:

You must be completely satisfied with any item you buy from Barnes & Noble by mail, or you may return it to us for a full refund.

Barnes & Noble

Booksellers Since 1873

Dept. A601, 126 Fifth Avenue
New York, N.Y. 10011

Please rush me _____ copies of *The Memory Book* (#1573039) at the special price of \$6.95 each. With this purchase, get a FREE Barnes & Noble Catalog. Please add \$1.00 per book for postage and handling, and the appropriate sales tax for CA, CT, MA, MI, MN, NJ, NY, & PA.

Name _____

Address _____

Apt# _____

City _____

State _____ Zip _____

Payment Method (check one)

Check MasterCard

Visa American Express

Expiration Date
Month/Year

--	--	--	--

Credit Card Number

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Signature _____

Without purchase, send \$1.00 with coupon for a Barnes & Noble Catalog.