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OCTOBER 12, 1968/VOLUME 94/No. 15 P. 355-378

SCIENCE NEWS

community psychiatry
letter from Dundee:
damning the drain

building technology:
breaking the barriers



Can your child read these words?

napkin

fuzzy

liquid

punch

camel

misty

chicken

velvet

whisper

zigzag

Your child will learn how to read these and more than 300 other words after working with the *very first* record of The Sound Way to Easy Reading.

Try out this Phonics Course FREE FOR TWO WEEKS with your child in your own home—without risking a penny. Mail the coupon below.

If your child is a poor reader, if he has not been able to keep up with his class in school—here is a way that you can help him. Many parents have seen their poor readers gain up to a *full year's grade in reading skill* in just six weeks with the Sound Way to Easy Reading.

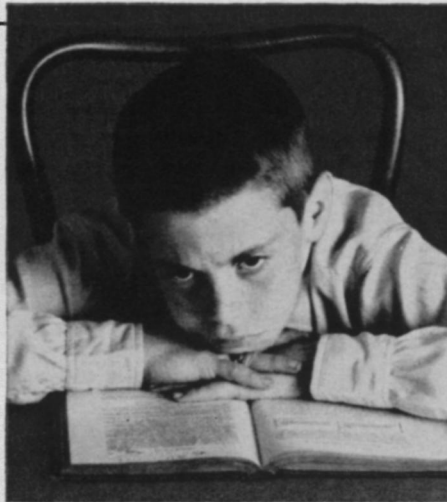
As soon as your child starts playing the records and using the charts of The Sound Way to Easy Reading you will know why it works so well. It takes the mystery out of learning to read because it teaches your child by the *phonics* method (the method by which most parents learned to read years ago).

Teaches with records

With this course your child discovers that letters have *sounds*. When he starts sounding out the letters he hears himself *saying* the word. He's *reading!*

The records *drill him in the sounds of the 26 letters of the alphabet* and their blends. By the time he completes the *first* record (about two weeks for the average child) he can read 300 words. After finishing all four records he has been taught 123 basic phonics sounds.

Once he knows these sounds he can read up to 85% of the words in the English language. It works for children of all ages—in the earliest grades and even in high school. Its records tell your child exactly what to do, so he can teach himself without any help from you.



Tested and Proved

In a pilot study by university psychologists, children gained up to a full year's grade in oral reading skill after only 30 lessons with The Sound Way to Easy Reading.

A semester-long study involving 214 pupils in four Chicago schools proved that the classes given The Sound Way to Easy Reading showed marked improvement in reading and spelling over the control groups.

Don't think it's all your child's fault if he hasn't learned to read. Many of our brightest children are not able to grasp the "look-and-say" method taught in most schools today. Yet, many educators insist that at least 40% of our children *must* have formal training in *phonics*—that they will never master reading without it!



These are the records and self-quizzing cards that can help your child gain as much as a full year's grade in reading in just a few weeks.

Help Your Child Now

So don't wait for your poor reader to reach high school before coming to his aid. By starting your child on The Sound Way to Easy Reading now, you can change his entire attitude toward school—turn his sense of failure into the joy of success. Try it free for two weeks. You send no money—just mail coupon.

USED BY 80,000 PARENTS who send many letters like these:

Advanced two grades—"Larry was having a really hard time in second grade until he took your phonics course. Then, in two months, his grades went from D's and F's to A's and B's. I cannot give your course enough praise."
Mrs. Muriel Rich, Fairfax, Va.

Better marks—"At the end of his first semester in fourth grade, Gerald's *highest* mark was a D-minus. After working 6 weeks with the records his *lowest* mark was C."
Mrs. William Leger, Buffalo, S. Dak.

Four sons—"In twelve weeks, two of our boys brought up their reading grades from D to B. And our other two came up from D to C. I'll never get more for my money than I already have with your course."
Mr. John Gehde, Jr., Cassville, Wis.

IN 15,000 SCHOOLS

Teachers are highly enthusiastic

Recommends to parents—"We are using your course for remedial work in reading and phonics instruction. The children have been greatly helped. I recommend it to parents as a home-tutoring course for poor readers."
R. E. Pinson, Principal, Augusta, Ga.

A pleasure to hear my class read—"I am just delighted. In the last twelve weeks 22 of my 29 fourth grade pupils brought up their scores in silent reading. Their oral reading is so improved it's a pleasure to hear them now."
Mary L. Henderson, Crowley, La.

FREE TRIAL Send No Money!

Bremner-Davis Phonics, Dept. A-207
Wilmette, Illinois 60091

Please send me The Sound Way To Easy Reading, postpaid, *on approval*. After 2 weeks trial, if I see encouraging results, I will send \$5 as first payment and will remit \$5 each month for the next 5 months. Or, I will send \$25 as payment in full. If not satisfied after first 2 weeks, I will return the course and owe you nothing.

Send me 33 $\frac{1}{4}$ RPM, 45 RPM

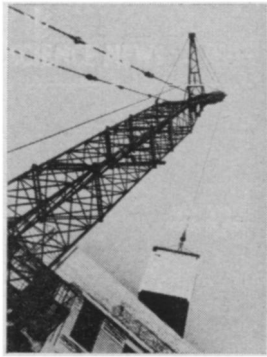
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A pre-assembled kitchen swings up into a New York tenement as part of a slum rehabilitation effort. New building techniques offer some solutions for the nation's housing problems, but a web of bureaucratic restraints slows application. p. 372 (Photo: U.S. Department of Housing and Urban Development.)

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