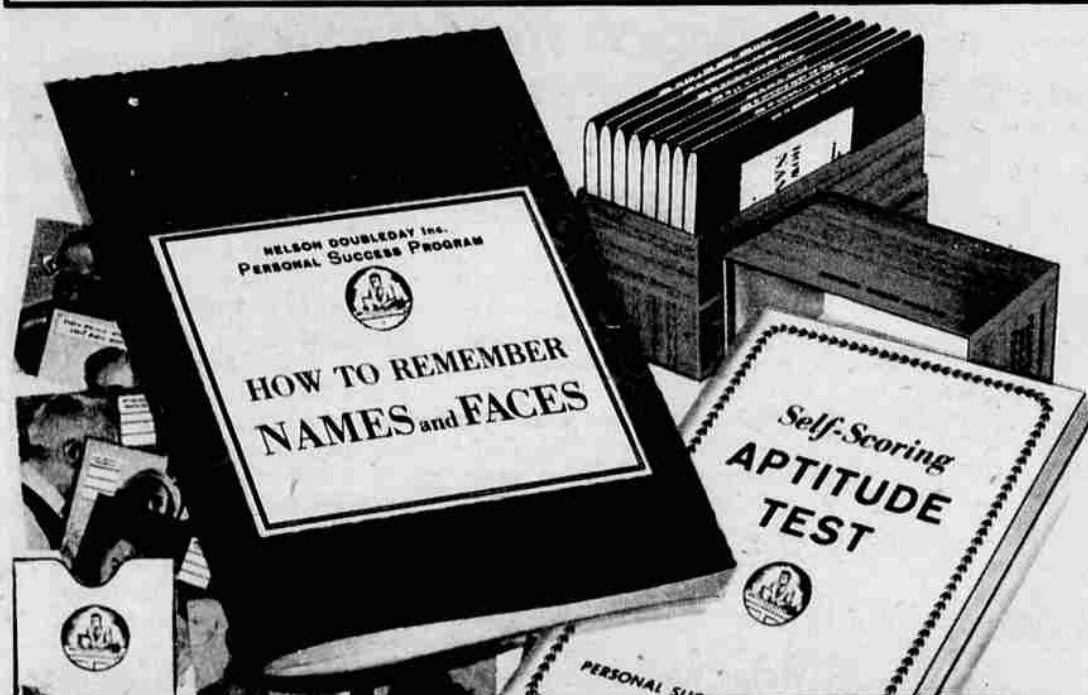


New Success Program Gives You Short-Cuts to Executive Skills

AT AMAZING LOW COST—TAKES MINUTES A DAY!

Revolutionary New Monthly "Progress Kits" Develop the Abilities You Need to Win Faster Promotion, Increase Your Earning Power

START WITH PRE-TESTED "MEMORY-TRAINER KIT" FOR ONLY 10¢



Here's What You Get for only **10¢**

1. "HOW TO REMEMBER NAMES AND FACES" — the self-instruction handbook that increases your memory power up to 500% in a few weeks. You possess a skill that's worth a million when you can instantly recall names, faces, facts.

2. POCKET-TRAINER MEMORY CARDS — an exclusive feature of the Personal Success Program that allows you to sharpen your memory with inconspicuous "real life" practice anywhere. Handy pocket holder included.

3. HANDSOME DESK FILE — pictured above, for convenient storing of your Progress Kits.

4. FREE BONUS GIFT:

Self-Scoring APTITUDE TEST

Complete 32-page self-evaluator that scientifically reveals to you — and you alone — your present aptitudes, vocational interests, and "hidden potential".

SEND ONLY 10¢ TODAY — STOP WHEN YOU LIKE



Nelson Doubleday Personal Success Program
Dept. 9-FWC-7, Garden City, New York

I enclose 10 cents to help cover shipping charges. Send me at once my introductory package containing 1) handbook "How to Remember Names and Faces" 2) practice and application cards, plus pocket Card Holder 3) handsome desk-top File Case and 4) self-scoring Aptitude Test.

After examining this package, I will decide whether or not I wish to continue with the Program. If not, I will simply let you know. If I do continue you will send me a new Progress Kit each month for only \$1 plus shipping. I am not obligated to take any minimum number of kits, and I am free to stop at any time.

Print Name.....
Address.....
City..... Zone..... State.....
SAME OFFER IN CANADA: Personal Success Program, 105 Bond Street, Toronto 2. Offer good in U.S.A. and Canada only.

Now — in your own home — you can master the fundamentals of success — pave the way to a richer life for yourself and your family. You can benefit from the most practical, scientific plan ever devised to help men increase their earning power. Others have paid hundreds of dollars to learn the tested and proven *success secrets* now available to you in this remarkable new Program at the low cost of only a few pennies a day.

The New Nelson Doubleday PERSONAL SUCCESS PROGRAM

Month by month, the Nelson Doubleday Personal Success Program will show you how to develop the basic executive abilities that pay such handsome dividends today. One by one you'll acquire the important skills that mark "the man on the way up" — skills in getting along with people — creating new ideas — understanding business figures — winning new friends wherever you go — speaking in public — organizing your time efficiently — writing business letters, reports and memos.

You start with a remarkable memory trainer. Then every 30 days you will receive a new self-training Progress Kit on an important phase of the Program — another shortcut to mastery of an essential success subject.

There has never been anything like these "Progress Kits" available — for completeness, authority and detailed step-by-step guidance. Nothing has been left out. The expert business leaders, psychologists and educators who planned the Program have included all the know-how and actual practice you need. Their simplified new self-instruction method enables you to gain "practical experience" in the odd moments that now go to waste every day.

Sample "Memory-Trainer Kit" only 10¢



To introduce you to this new kind of personal achievement plan, Nelson Doubleday offers you a valuable "sample kit" almost as a gift. You'll receive a remarkable 10,000 word handbook — *How To Remember Names and Faces* — that gives you the secrets of professional memory experts. In the first five pages you'll learn one easy trick that will double your memory power — overnight. Soon your new "automatic memory" for names, faces, facts will win new friends, gain recognition on the job.

As with each Progress Kit in the Program, a set of handy practice and application cards accompanies the memory handbook to help you "learn by doing". Slip them into the pocket holder provided — for use in your spare moments. They've been scientifically planned to add a "real life" dimension to self-instruction.

Along with your memory training material — as an extra bonus to launch your own Personal Success Program — you will receive a complete self-evaluation aptitude test.

Will you invest 10¢ in your future?

There's plenty of room for you "at the top". Leaders are sought and welcomed more than ever in the business world today. To begin qualifying for the opportunities ahead, accept the valuable introductory package offered by the Personal Success Program for only 10¢. There is no obligation whatever — and no salesman will call. This is a "demonstration offer."

If you are delighted with your first kit and wish to continue with the Program, you will receive a new Progress Kit each month, for which you will pay — not the many dollars charged by most "schools" — but only \$1 plus small shipping cost. You stop whenever you like. Mail the coupon today. Nelson Doubleday Personal Success Program, Garden City, N. Y.