

# How to Increase Your Vocabulary and GET AHEAD in LIFE

**T**HE number of words you know and can use correctly is the most important single measurement by which others judge your ability. A better command of words will help you **GET AHEAD FASTER**, build **SELF-CONFIDENCE**, lend colour to your **PERSONALITY**, and increase your **POPULARITY**.

**HERE IS AN AMAZING METHOD** which will give you in 30 days a command of more new and useful words than the average adult acquires in 25 years.

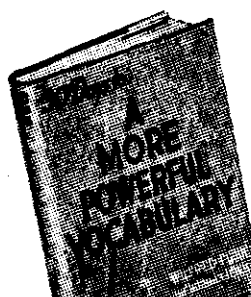
**THE ABILITY TO USE WORDS** made man the lord of creation. Without our language we would still be gibbering savages. In the sphere of individual endeavour the same principle applies—if your vocabulary is limited your chances of success are limited.

**THE TRUTH** of this has been proved time and time again by word experts who have given thousands of scientific tests comparing the vocabularies of successful men and women with run-of-the-mill employees.

**IN FACT** many leading psychologists now use Vocabulary Tests alone to determine a person's intelligence. Such tests are 90% as accurate as the famous (but more complicated) Stanford-Binet "I.Q." tests. Of 100 young men thus tested ALL who passed in the UPPER 10% had obtained executive positions 5 years later—while not a single young man of the LOWER 25% had become an executive! This significant fact should give you food for thought.

## "I LIKE THIS BOOK IMMENSELY."

A famous literary critic (A. L. S. Wood) writes—"I like this book immensely. In 30 days it really will give you a more powerful vocabulary. It will give almost anyone a better understanding of his language, a clearer grasp of its infinite variety and a greater love for this English language of ours."



## ONLY 15 MINUTES A DAY

Probably you have always wanted to increase your Vocabulary. But perhaps you've been seeking a way that would be interesting and still take only a few minutes a day. Such a method has now been discovered—by the world famous lexicographer, Dr. Wilfred Funk. This method, explained in his remarkable book "30 Days to a More Powerful Vocabulary" makes it fun to learn new, useful, important words. It is divided into 30 delightful chapters. Each day you enjoy 15 minutes with it and it does for you the things you will read about in the 30 little boxes on the right.

## YOU'LL ENJOY YOURSELF WITH THIS AMAZING BOOK.

"30 Days to a More Powerful Vocabulary" does more than add words to your speaking and writing "toolbox." It digs into your present vocabulary, roots out mispronunciations you may have been making for years. It gives tests for checking yourself. You'll enjoy yourself with this book. You'll get a better mastery of "Vital" words in just 30 days than the average adult does in 25 years.

## TAKE YOUR PEN NOW.

Take your pen and fill in this coupon NOW. Mail it with only 6d in stamps and full illustrated information will be hurried back to you. The price is low—the quantity very limited—the rewards are boundless. Get into this amazing book. We are sure you will get out of it, a mastery of the kind of words that will transform your whole life. It is a book of incalculable value to all who desire self-improvement.



**DR. WILFRED FUNK** is the well known author and lexicographer, for 16 years president of the famous dictionary making firm of Funk & Wagnalls. Also author of the popular "Readers Digest" feature "It pays to increase your word power."

## 30 Things This Book Will Do For You in 30 Days

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|---|---|
| 1 How you may talk and write your way to greater business success and social position.  | 16 How you help to create the English language; and the way in which slang attains respectability.                                      |
| 2 A series of fascinating tests showing whether your language helps or handicaps you.   | 17 A surprise test that shows the progress you have already made in increasing your vocabulary.   |
| 3 Why world-leaders, business heads, successful men and women, all have powerful vocabularies.                                      | 18 How to capture personalities in words, making them and yourself more interesting to others.  |
| 4 How increasing your vocabulary develops your mind and imagination; leads you to success.  | 19 Why adjectives add flavor to your language; and how to use them more effectively.  |
| 5 The explosive power of words; how they can win or lose a friend or job. How to choose dynamic verbs.                              | 20 How words can make you appear brilliant or ignorant; and how to turn them into your slaves.  |
| 6 How to add words to your vocabulary, while at movies, listening to radio, reading newspapers, or books.                           | 21 Learning scientific words in common usage which everyone should know how to pronounce correctly.                                     |
| 7 Why these Latin word-roots multiply your vocabulary so amazingly.   | 22 A quiz challenge that will test your wit in guessing at word-meanings.   |
| 8 Ten fascinating quizzes which "nail down" your three weeks' progress.   | 23 You learn a group of vital words that describe you and your personality.   |
| 9 Why neither age nor any lack of education need handicap you in gaining a mastery of words.  | 24 How to remember the words you learn, so that progress you make through this book will never be lost.                                 |
| 10 How to find exactly the right words to express your innermost feelings and ideas.  | 25 Simple exercises on French phrases which will make your speaking or writing more engaging.   |
| 11 Why day by day your expanding vocabulary builds self-confidence; lends new color to your personality; increases your popularity. | 26 Ten words that define and describe the kinds of words we use, and how to know specifically into which classification words fall.     |
| 12 Easy, entertaining methods that, in 30 days, will give you more new words than the average person acquires in 25 years.          | 27 Some interesting examples of how words are built and how they "unfold"; how to use them to impress others, without being a show-off. |
| 13 Hints on words ending in "ology"; and how using them erroneously can be so embarrassing.   | 28 Here are some simple classic "roots" which will quickly and automatically increase your language-power.                              |
| 14 Seventeen ways to describe what people are like; how to avoid hackneyed expressions when doing so.                               | 29 A fascinating sketch showing how words change their meanings; how our language shifts, changes, grows.                               |
| 15 Seventeen other ways to define accurately the faults of human beings; and how to avoid the commonplace in your conversation.     | 30 Thirty tests to prove how far you have come! How to make vocabulary-building a lifetime habit. Complete index and pronunciation key. |

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A larger, richer vocabulary interests me. Please send me without any obligation, full details of what "30 Days to a More Powerful Vocabulary" will do for me. I enclose 6d in stamps.

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