

ARE YOUR CHILDREN DOING WELL AT SCHOOL?



Founder of "TRENT," Mr. W. Langford-Penny, who lectured throughout New Zealand last year.

★ Do your children learn easily, pleasantly, EFFECTIVELY? Do they approach exams with confidence? Please you with good reports of high marks?

The child with the ability to absorb and RETAIN knowledge is usually a successful student. THE CHILD WITH THE GOOD MEMORY! I suppose we could say that examinations are, in effect, tests to find out just what has been — REMEMBERED!

Perhaps there is nothing quite so frustrating as FORGETFULNESS. To spend an hour or so with a text-book, only to find that, a few days later, you have forgotten most of what you set out to learn anyway.

HAS THE THOUGHT OCCURRED TO YOU THAT YOUR CHILDREN COULD DO EVER SO MUCH BETTER AT SCHOOL IF THEY KNEW JUST EXACTLY HOW TO USE THEIR MEMORY TO THE BEST POSSIBLE ADVANTAGE?

90% of the fear of Exams —is the fear of "FORGETTING"!

★ "I find," says Sydney psychologist Mr. W. Langford-Penny, "that the average school child, University or advanced-studies student, doesn't really know just exactly HOW to remember."

"Underlining main points, then reading subject-matter over and over again to 'make it stick.' Then constant and laborious revision to 'keep it there.' Dull, dreary, monotonous slog, slog, slogging. This is learning THE HARD WAY! And it is so very, very unnecessary."

"English, mathematics, history, geography, chemistry, physics, languages, law, medicine, accountancy, Arts subjects, engineering, science, economics, nursing, Public or Armed Services exams, agriculture, business courses, veterinary science—it matters not what the subject or subjects—your job is to understand, absorb, and RETAIN. Your job is to — REMEMBER — whatever you are learning!"

★ Langford-Penny's job is to show people how to UNDERSTAND and USE — PROPERLY — their powers of memory. He toured New Zealand last year, addressing members of a Government body in most of the Cities. You may also remember having read that Langford-Penny's instruction was made available, after rigid testing, to members of the Criminal Investigation Branch of the N.S.W. Police Department (detectives MUST have a good memory).

Langford-Penny's instruction is available to all serious-minded persons who recognise the value of a thoroughly reliable memory. His well-respected "TRENT" course — "YOUR MEMORY! HOW IT WORKS! HOW TO USE IT!" — has found its way into thousands of homes, in many parts of the world. Many hundreds of New Zealand residents have already enrolled for the course.

From "near-last" to "TOP" of his class!

A few weeks ago we received a letter from a schoolboy in New Zealand to let us know that — from being nearly last in his class in the November, 1958, exams, he had jumped to FIRST in his class in his next exam — the 1959 mid-term. . . His parents had enrolled for the "TRENT" course in December, 1958. "TRENT" showed this lad HOW TO REMEMBER! He quickly discovered that learning can be, in effect, quite an exciting adventure. In short, "TRENT" showed him — HOW — to study!

Within 48 Hours—

A N.S.W. High School teacher, writing in praise of "TRENT," said: ". . . it should be made quite clear to all concerned that 'TRENT' is not an EXTRA study — something which adds a further burden. . . On the contrary, it actually LIFTS THE BURDEN of study from the student's back. . ."

ACTUALLY, YOU CAN START APPLYING THE TEACHINGS OF "TRENT" TO YOUR STUDIES — WITHIN 48 HOURS — OF THE COURSE COMING INTO YOUR POSSESSION.

ONE HOUR IN EVERY THREE — SAVED!

Langford-Penny says: ". . . I can show you letters from students who claim that they have cut their studying time IN HALF — by the CORRECT USE of their memory powers."

"But I will be conservative. I sincerely claim that you can reduce the time you spend upon effective study by THIRTY PER CENT! You should be able to learn — IN TWO HOURS — what is now taking THREE HOURS of your time. And REMEMBER what you are learning! Work out for yourself how many hours each week you could save. How many hours a month — a year! Imagine how confident could be your approach to examinations."

From "TRENT" you will learn how to:—

- ➔ "GET" the facts — after TWICE READING! (instead of having to read subject-matter OVER and OVER again to "make it stick").
- ➔ REMEMBER the essentials from lectures and general classroom work — without voluminous and ponderous notes.
- ➔ RETAIN all this knowledge — PROGRESSIVELY THROUGHOUT THE YEAR(S).

FREE BOOKLETS:

The coupon below is for your convenience if, having read this far, you would like to know more about "TRENT." Your enquiry costs you nothing, for all literature is sent to you free of charge — and places you under no obligation whatsoever. We do ask, however, that you carefully PRINT your name and address — CLEARLY!

★ The free 16-page booklet — "ARE YOU STUDYING FOR EXAMINATIONS?" — should be in EVERY HOME where there are school children, or anyone studying for exams. (Make sure of receiving YOUR copy by placing a tick alongside "parent" or "student" in the coupon.)

★ "TO TELL YOU ABOUT 'TRENT'" — is another 16-page booklet which will be sent to you, free of charge (tick alongside "general"). From this booklet you will learn that "TRENT," apart from being of inestimable value to students and parents of school children, is also designed to show people — IN ALL WALKS OF LIFE — how they may quickly, and permanently, gain the benefits, the privileges, the advantages . . . of a thoroughly RELIABLE MEMORY.

Check the list of benefits shown in the panel below against your particular requirements. Then, if interested, kindly complete and post the coupon. (Write briefly, if you do not wish to cut your copy of "The Listener.")

"TRENT" Will Show You How To Remember

such things as:—People's names and faces . . . addresses . . . appointments . . . figures, prices, measurements, phone numbers — YOU ARE GUARANTEED ABSOLUTE ACCURACY WITH FIGURES OF ANY KIND . . . conversations . . . interviews . . . what you SEE and HEAR and are TOLD about . . . instructions . . . important facts and details from your READING . . . statistical references . . . YOUR STUDIES . . . correct spelling . . . where you PUT things . . . lodge ritual . . . IDEAS which come to your mind at inconvenient times . . . equations and formulae . . . blue-prints, diagrams, plans, etc. . . foreign languages . . . music . . . lists of things, in correct order . . . important essentials from lectures, text-books, trade journals, etc. . . unusual, anatomical, technical words and phrases. Actually, from the instruction you will learn how to remember ANYTHING AT ALL (within reason) that you want to remember.

OTHER BENEFITS INCLUDE:—General stimulation of your mental powers . . . improved powers of OBSERVATION . . . improved CONCENTRATION . . . ability to grasp important points quickly and ACCURATELY . . . increased general and specific KNOWLEDGE . . . improved REASONING ability . . . clearer thinking habits . . . much saving of TIME . . . reducing your STUDYING TIME by THIRTY PER CENT — and more . . . helping you to keep "mentally young."

"TRENT" MIND and MEMORY DEVELOPMENT PTY. LTD.,
214 PITT ST., SYDNEY, and 61 MARKET ST., SYDNEY.
(next Lyceum Theatre) (opposite Woolworths)
Phones: MA5686, BM6392, JB4857.

Written Guarantee with every Course!

"TRENT" MIND & MEMORY DEVELOPMENT PTY. LTD.,
Box 4578, G.P.O., SYDNEY, AUSTRALIA.

I am most interested in what I have just read. Will you kindly post to me, without obligation, full details of the "TRENT" course. Please include the free booklets mentioned above.

MR, MRS, MISS, DR

(General . . . Parent . . . Student . . .)

ADDRESS (Print clearly please) . . . NZL - 23109

P.S. "Trent" can cut studying time by 30% — and more!