

Alpha-Phonics

Testimonials



V.L. GOLTRY, M.D.

Otolaryngology
Head & Neck Surgery

*From a father who taught his 6 year
old son to read using Alpha-Phonics:*

December 11, 1989

Mr. Samuel L. Blumenfeld
C/O Paradigm Company
Box 45161
Boise, Idaho 83711

Dear Sam,

I am writing you to commend you on the phonics text book that you have produced entitled Alpha-Phonics. I am a physician in Boise, Idaho, and my wife is a registered nurse. We have elected to home school our children, John, age six and a daughter, Sara, three. Over the past eight months I took charge of teaching John to read and used your book, Alpha-Phonics exclusively.

I was so pleased with the ease of instruction, the clarity of the book and the response of my son that I felt that I should write you and commend you on the results obtained by the Alpha-Phonics method. By the time John and I had finished Alpha-Phonics, over a period of eight months, John could read and pro-
any Again, I thank you for this marvelous book and especially does my son, John.

Sincerely yours,

V. L. Goltry, M.D.

VLG:sfm

255 Julie Rd.
Tyrone, GA
30290
(404)487-6557

April 21, 1988

I heard about "Alpha-Phonics: A Primer for Beginning Readers" from a friend at church. I borrowed hers to try because I had tried two other phonics systems, but they didn't work.

My son will be six in May. We started using "Alpha-Phonics" last month. It is going great. I really love it. And my son is excited about learning from it. We just completed lesson 12 this morning.

After today's lesson he hugged me and said "momma I'm glad we're doing this."

I was debating whether to home school him. If I hadn't run across "Alpha-Phonics" I'm sure I would not have home schooled. I'm only a high school graduate and was afraid I couldn't do it. Now I know I can.

Please send me a copy of "Alpha-Phonics" so I can return this one to my friend.

Sincerely,

Patti Clay

Patti R. Clay

June 20, 1987

Samuel Blumenfeld
Peter Watt
The Paradigm Co.

Dear Mr. Blumenfeld,

Thank you for your fine books. I do believe your books are among the best books available to Christian reconstructionists in the area of education.

Three years ago we were given a copy of NEA.... It's well researched and the message is irrefutable. After reading it, we decided to home school our two children. We bought several copies ourselves to sell and give away in an effort to spread the alarm about the public school system. We've asked local school board members to read the book.

After beginning it, they don't finish it. NEA...'s message calls for reform and action on the part of those who understand our public education system is idolatrous and suffering judgement. Those without faith are blind to this and continue to support it. Your book warns those who can see and will act. Thank you.

Since adopting the Christian world view, a few years back, we've begun a resource center of books and tapes available (for sale or loan) to others searching for encouragement in their call to Christian action.

The Blumenfeld book we've sold the most of is Alpha Phonics. Because we are sold on it we recommend it enthusiastically to others.

Using Alpha Phonics, we taught both of our children to read and write. In six months we taught our 5 year old daughter, Meghan, to read. When our son, Christian, was 4 1/2 we started him on this learn-to-read manual. Eight months later he is reading the King James Bible at 70 words per minute and understanding it! Both Meghan and Christian (at ages 7 and 5) love to read. Parents really can (and should) teach their children to read. Blumenfeld's Alpha Phonics makes the job easy and enjoyable.

For parents who have learned to read via the public schools method of "look-say", Alpha Phonics is an additional bonus. Both my husband and I learned to read with Dick + Jane, the look-say way. After teaching our own children to read using

Please Turn Over

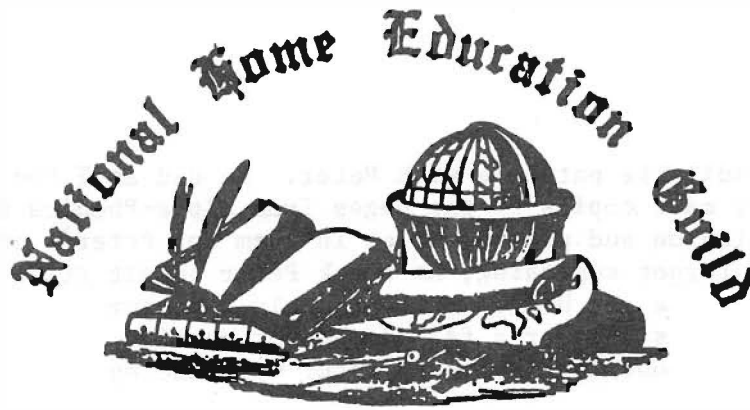
Alpha Phonics, we are now better readers and spellers
ourselves. Though we are still handicapped by our past
public education's, we are improving as we educate our
children. We are so pleased with the results of this one
twenty dollar, learn-to-read book (Alpha Phonics) that we've
urged our local school board to consider purchasing them
for use in the public schools.

We have sold or given away more than 18 copies of
Alpha Phonics over the last 1½ yrs. Many of these
satisfied parents have told us and others how pleased they
are with Blumenfeld's intensive phonics system of learning to
read. Two customers who lost their books wanted replace-
ments as soon as possible. One young mother, whose 5
year old was in the public school's Kindergarten, was shocked
that she could teach her son more in 2 weeks (with the
help of Alpha Phonics) than he had learned all year in the
public school's program of "reading readiness". Thank you
Mr. Blumenfeld for your fine work on these books.

Some of the authors we feel are most important to
offer in our resource center are: Dr. Francis Schaeffer,
Dr. R.J. Rushdoony, Greg Bahnsen, Gary North, Mary Pride,
John Whitehead, Paul Johnson, David Chilton, Verna Hall, Schlafly,
Schlossberg, Thoburn, J. Adams, G. Grant, J.G. Machen, and
of course a few others. Blumenfeld's work is just as
important to carry as are these in the Christian's library.
Again, thank you.

To God be the Glory,

Mr. + Mrs. Howard Walter



October 14, 1987

Julia H. Short
The Paradigm Co.
P.O. Box 45161
Boise, Idaho 83711

*A 7 year old boy teaches his
3 year old brother to read
using Alpha-Phonics!!*

Dear Julia

Thank you for sending all the back issues of Sam's newsletter.
Our staff will get to reading them in time.

I just discovered your letter inside "How To Tutor", in which
you requested that I write about my experience using "Alpha-Phonics"
with a three year old. The truth is that I didn't do it, his
older brother did. It is a sweet story.

The school is an unusual one for "home-schooled" children.
There are often whole families present at one time. This particular
family came all together because they lived 30 miles away.
There are three boys in the family, who at the time were three,
seven and eleven years old. Their names are Peter, Andrew and
Jacob, respectively. Peter and Andrew seemed to be pretty close
and spent a lot of time working together.

When the family first came to the school the mother would leave
the two older boys and take Peter off shopping or whatever.
Andrew needed a lot of work with phonics because he had learned
to read by sight/momory from his older brother. I worked
with Andrew a lot from Alpha-Phonics. He caught on fast and
was very soon teaching phonics to everyone.

When the weather started getting on to winter, Mrs. Brady would
remain in school with Peter at which time Andrew began to tutor
him on a regular basis. It was a wonderful thing to watch.

Andrew had infinite patience with Peter. He did as I had done with him and made copies of the pages from Alpha-Phonics that he was working on and punched holes in them for Peter's notebook. When Andrew forgot something, he'd ask Peter to sit still and wait a minute while he got help. Between early November and June Andrew taught his brother a fair amount of phonics. When they came back to school in September, Peter was reading on his own.

Hope this little story is useful. I didn't use the family's real names because they asked me not to. Your check for the book "Alpha-Phonics" received, will come directly from my bank in Denver.

Is there a tutor's work book that goes along with "How To Tutor?"

Sincerely,

A handwritten signature in cursive script, reading "Elizabeth Swann". The signature is fluid and elegant, with a long, sweeping underline that extends to the right.

*Teacher searches to find a reading method that works + finds How To Tutor does.....
She then uses it with an 8 year old with a serious reading problem.*

January 7, 1990

He improves 3 grade levels in 11 months!

Mr. Samuel L. Blumenfeld
c/o The Paradigm Co.
P.O. Box 45161
Boise, Idaho 83711

Dear Mr. Blumenfeld,

I am writing to let you know how much your reading method in "How to Tutor" has helped me and a 9 year old neighbor of mine named Michael.

For several years I have been searching for the correct way to teach children to read. In December, 1989, I completed my training at a private Catholic college to be an elementary school teacher. I paid \$600.00 for a course on how to teach children to read. By the end of the course I still did not know how to teach children to read. I looked in the McGuffey Readers and the Teacher's guide, and I still was left in the dark on how to teach phonics. In addition, every teacher's manual or book on phonics that I came in contact with during the last few years were very confusing and illogical. And because I learned only some letter sounds in grammar school, I couldn't rely on my phonics knowledge to help children learn how to read.

Then I read your book "How to Tutor" and I started to teach myself the short vowel sounds. It's really incredible that it has taken me so long to find a logical method to learn and to teach phonics. Your instruction has helped me to decode words more proficiently, and now I have the information that I need to teach children to read!

There is another happy side to this story. During my senior year in college, I had the opportunity to put your sound advice and instruction into action. In February, 1989, I started to tutor an 8 year old neighbor of mine who is considered to be hyperactive with an attention deficit disorder. (There is a behavior problem also.) At that time Michael was on a first grade frustration level in reading and failed in reading for 2 1/2 years. Michael hated to read, and it was difficult to get him to come over to be tutored.

Before I started tutoring Michael, I took your advice and visited his teacher to see what books she was using. (Michael is attending a private special education school which is financed by the state of New Jersey.) I found out that Michael had already been through phonics instruction twice, and his teacher was now using a basal reader and some workbooks. Michael's teacher told me that he was constantly using strategies to get out of his daily reading lessons.

From the beginning of the tutoring, I could see that your method was working. However, because Michael did not want to learn how to read, it took about 6 or 7 months for his attitude about reading to begin to change. By the end of the summer, Michael was still saying he couldn't read, but he no longer believed what he was saying.

I am happy to write that 11 months since the tutoring began, Michael's reading level has jumped 3 grade levels. He is now on the fourth grade instructional level. I firmly believe that your method provided a powerful reading foundation for Michael and enabled me to help him to read.

After I found out how much Michael improved in 11 months, I just wanted to write to you to let you know about my happiness and appreciation.

Sincerely,

Helena DeMarzo
Helena DeMarzo

P.S. I did learn some good strategies to help children to read in my reading course in college. But because the course just touched on phonics instruction, I still did not know how to teach it. Besides, your method provides the efficiency and logic that is so needed.

Parent overcomes left-handed child's right to left
reading tendency with Alpha-Phonics Nov. 17, 1989

Dear Dr. Blumenfeld,

Early on, I discovered a major obstacle in my daughter's ability to learn to read! Apparently as a result of left-handedness, she began writing her name in an exact mirror-image. When she began reading from some Dick and Jane primers, she identified the words correctly but the sentences were read from last word to first. Rather than reading from left to right, everything was read from right to left.

The discipline of reading phonetically from one sound to the next forced her to constantly concentrate on the left to right reading direction, and with the aid of your Alpha-Phonics course and its steady and consistent forward motion of sounding out words and sentences, the habit of reading from left to right was finally built into her against a natural tendency to do the opposite.

Although she will still occasionally begin on the right side of a word when she is tired, she is reading the third McGuffey Reader without difficulty. Thanks to Alpha-Phonics we have gained a victory over a problem which I am certain we would have otherwise been struggling with still.

I am now teaching two younger siblings (right-handed) with great results. But I especially recommend your Alpha-Phonics course to the parent of the left hander who prefers reading and writing from right to left. It will turn him around!

Thank you!

Meg Dawson
Pasco, Washington

Mary Pride

RICULUM BUYER'S GUIDE

PHONICS
POLITICS

SCIENCES
BIBLE GAMES

CITIZENSHIP

STUDY SKILLS

PRE-SCHOOL AT HOME

THAT RAISE IQ

HOME SCHOOLING

FAMILY ENTERTAINMENT

MEMORY PROGRAMS

OVERSEAS SOURCES

EDUCATIONAL SUPPLIERS

NON-CONVENTIONAL ED

MATHEMATICS • HISTORY

GAMES THAT TEACH

SCHOOL GROUPS

NEW

THE BIG BOOK
OF

HOM
LEARN



The
Everything
You

NEW PRICES
NEW PRODUCTS
NEW REVISED EDITION

EDUCATIONAL ISSUE JOURNALS

Blumenfeld Education Letter

\$36/year (12 issues), \$18/6 months, \$9/3 months.

Talk about hard-hitting! Sam Blumenfeld, author of *How to Tutor, Is Public Education Necessary?*, *Alphaphonics*, and *NEA: Trojan Horse in American Education*, reports on all the educational news the standard media seem to miss. Like, for instance, the alarming upswing in teen suicide with death cult overtones. Blumenfeld digs behind the philosophy to actually get at the story. Example:

Are "death educators" normal human beings or are they the purveyors of a satanic death cult that has taken hold in the schools?

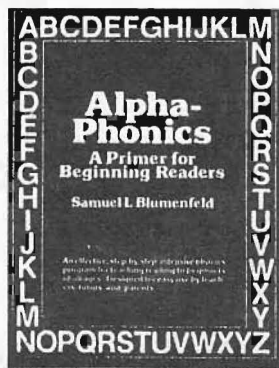
The only "death educator" I've met is the one I interviewed at a high school in Massachusetts where they've had an unusually high incidence of suicides. He was a tall, slim man in his late thirties or early forties who taught "health education." I asked him if he knew why the children were killing themselves. He said he didn't know. . . . I then asked him if he expected the situation to improve or get worse at his school. He asked me what I meant by improvement. I said I meant a decrease or an end to the suicides. His reply was quite unexpected. "It's a matter of opinion whether that would be an improvement or not," he said.

That issue then went on with articles like "NEA Promotes Death Education and Values Clarification," "Boy Murdered in Satanic Sacrifice" (that happened in Monroe County, Michigan), "Fifth Grader Kills School Principal," "Student Kills Self in Class," "Third Suicide in Pennsylvania School" (Palisades School District in Springtown, PA), "Sixth Suicide at Leominster High" (Leominster, MA), "Cluster Suicides Hit Schools," "Suicide Epidemic Stuns Omaha," "Teen Kills Self on TV," "Death Video Becoming Popular." After reading all that, Mr. Blumenfeld's question about where all these kids are getting this elaborate communal death ritual starts to sound a lot more serious.

The Blumenfeld Education Letter covers all the terrain, not just death ed. You won't fall asleep reading it.

SEE OTHER SIDE

Here's what Mary Pride says about Sam Blumenfeld:



Alphaphonics.

Hallelujah! Finally a source for Sam Blumenfeld's great *Alphaphonics: A Primer for Beginning Readers*. This one-book, step-by-step phonics program has both instructions and reading practice matter in the same oversized 169-page book. It couldn't be easier to use. The print is so large you can use *Alphaphonics* with a two-year-old, if you are so inclined. I taught one of my children to read with this book.

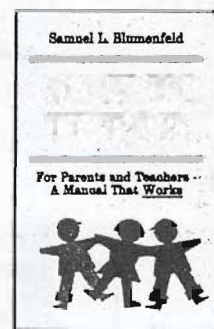
Now, what is *Alphaphonics*? It's step-by-step lessons in decoding words, generally one or two lessons per page. The words are hand-printed by a calligrapher in a very large size. Some lessons include word lists only (set up to show the natural phonetic patterns), and others have practice sentences, some delightfully goofy. The amount of reading required at any lesson is not overlarge, and the book is paced so children can move right along. Mr. Blumenfeld starts blending right at the beginning, and adds letters as he goes. Everything you need is right in the (reusable) book.

BOOKS ON THE HISTORY OF SCHOOLING

Samuel Blumenfeld. *Is Public Education Necessary? and The NEA: Trojan Horse in American Education*. Appendices, index, fantastic documentation.

Is Public Education Necessary? Is a great book, not so much for its readability as for its thorough documentation of why we even have public education and who put it there.

The NEA: Trojan Horse in American Education shows how the schools have been turned into a political football and why our declining national Intellectualism is no accident. Written in a lively, intelligent style, this is undoubtedly Blumenfeld's most important book, and essential reading for anyone concerned about curing America's educational inferiority. (The solutions are surprisingly simple.)



How to Tutor by Samuel Blumenfeld.

Sam Blumenfeld's excellent *How to Tutor* presents far more than advice on the basics of tutoring. *How to Tutor* covers the how-tos of presenting Readin', Ritin', and 'Rithmetic. Stripped-down, no-frills, easy to read and easy to do. Step-by-step instructions, with explanations of why Mr. Blumenfeld has such success with his approach. This last feature, the reasoned explanations of why you should follow classic methods of instruction, sets *How to Tutor* apart. It would be quite possible to take your child from zero to Grade 6 in the three R's armed with this book alone.

NEA, Trojan Horse

Sam Blumenfeld doesn't write with a pen. He uses a switchblade! *NEA: Trojan Horse in American Education*, Blumenfeld's expose of the NEA, documents how this organization and its consorts have been the driving force behind our academic failure. Part Three of this book, "The War Against the Independent Mind," contains the most clearly-written and documented explanation of why, although we have the means to cure illiteracy in our hands, Johnny still isn't allowed to read. Plus Part One unveils how we got into public education in the beginning, although American children were almost perfectly literate before compulsory attendance laws!

Blumenfeld, the author of several books on the literacy problem and of a very successful phonics instruction method called *Alphaphonics* (see Elijah Company listing in the next chapter), is a widely recognized expert on this subject. *NEA: Trojan Horse* brings all the strands together in a fast-paced, riveting package.

SEE OTHER SIDE.....

Recommends Alpha-Phonics: "It's a very simple and easy to follow program."

Deaf mother teaches all her children to read with Alpha-Phonics

English as second language taught with Alpha-Phonics

Her son, taught with Alpha-Phonics, becomes National Merit Scholar, goes to the Air Force Academy

A dad teaches his 4 year old son to read

Missionaries use Alpha-Phonics to teach people in Thailand

Mom of 10 has taught 7 with Alpha-Phonics

Proposes Santa Barbara schools adopt Alpha-Phonics

"One day I found my 3 year old... completing lesson 2 all by himself."

"In just a few minutes a day my little girl has successfully been able to learn to read."

Downs Syndrome 14 year old learns to read!

"If there was one correct choice I made in curriculum when deciding to home-school, it was Alpha-Phonics."

"I can't say enough things about this reading curriculum! Its non-consumable."

Recommends Alpha-Phonics: "It's a very simple and easy to follow program."

I would like to be included on your mailing list. I have home-schooled my two children, ages 15 and 10 and have used your method with teaching both how to read. I recommend it to all who have asked me how I taught my children to read. It's a very simple and easy to follow program.

Mrs. Jennie Horne

Deaf mother teaches all her children to read with Alpha-Phonics

Six years ago, my older daughter Chayah was taught using your Alpha-Phonics book and she learned to read at age 4. Today she collects books such as John Grisham's novels (her best liked books), Nancy Drew; The Boxcar Children, Smithsonian magazines, and she read almost the entire library in my living room. There were times I didn't think some books would interest her but she read from first page to last page in every book. Even rereading them. She reads books like The Complete Book of Food and Nutrition by J.I. Rodale (I always thought these books were for adults but she proved me wrong). This week she is reading "The Beautiful Mind" The Life of Mathematical Genius and Nobel Laureate John Nash.

My five year old son, Ru, just read the entire book "The Fire Truck" to a neighbor who didn't really think he knows all the words. She demanded to know what kind of program I use to teach them. She is spreading the word.

I wanted you to know that your program does really work and I have been trying to convince many friends and relatives that it was a mistake for them to use other program to teach their children how to read. All of them were impressed by our children's (ages 10, 5 and 2- the two year old is recognizing the sound symbols) ability to read. I know you have many people tell you that your program does work but how many DEAF parents have told you that even a deaf parent who teaches children with your program does work. I am the proof because all my three children read. I recently registered my ten year old daughter in Eula public school. They knew I home-school all my children. They were surprised that my daughter has the highest reading comprehension score than anyone in their fifth and sixth grade classes. I put my daughter in public school because she wants to experience the school system and have P.E., Music, and interaction with other students for two years.

Sincerely,
Cheri Walters

English as second language taught with Alpha-Phonics

What a pleasant surprise to find a copy of Alpha-Phonics in my school mail. For some time now, I have prayed for this day! Every time I pick up a copy of Alpha-Phonics I feel the power of the world's premier phonics reading program in my hands. It is the same year after year. For example, this year most of my second grade bilingual students are already reading on third grade level on their reading inventories. In the classroom or in private tutoring, Alpha-Phonics teaches students to read and spell - quickly and well.

Thanks for the book.
Donald Potter Odessa, TX

Her son, taught with Alpha-Phonics, becomes National Merit Scholar, goes to the Air Force Academy

Mr. Blumenfeld:

I have wanted to write you a note for some time. Many years ago, I heard you on a Radio program, talking about the evils of "sight reading." I was convinced that you were completely right about the subject. At the time, My Son was only a Baby. I corresponded with your company, and ordered "Alpha-Phonics". It was 1984. Your book was the ONLY book I used to teach Michael to read.

I would like you to know that Michael has graduated from High School as a National Merit Scholar, and has accepted an Appointment to the United States Air Force Academy. Your book, and your educational philosophy, were key components in his education. My copy of the book was used so much, it disintegrated. So I ordered another copy, for my Daughter. She is currently in the fourth grade, and is a straight "A" student.

I must report that I fought battle after battle with Mike's teachers about reading. At that time, here in California, "sight reading" was the encouraged method. When I told the teachers that I didn't want Mike to learn that way, they snickered at me. But I hung tough, stayed involved, and got my way. As you are no doubt aware, now California recognizes that sight reading is a counterproductive activity, producing a large number of people who cannot read, or, more importantly, think. THAT IS EXACTLY WHAT YOU SAID WOULD HAPPEN. At least they teach phonics now.

Mr. Blumenfeld, you are a prophet. Everything that you said would occur, in regards to sight reading, occurred. When my children get married and have young ones of their own, one of the first things that they will receive is a copy of your book, "Alpha-Phonics". Thank You. Respectfully Yours:

Ronald K. Vogel

A dad teaches his 4 year old son to read

Dear Sam,

About 14 years ago I met you at the Center for Market Alternatives in Caldwell, Idaho at a talk you gave there with Ralph Smeed and Peter Watt. I purchased an Alpha Phonics book at that time for my son John Claude Goltry, who was 4 years old. You autographed it. I still have it and used it with his sister who is 5 years younger. I taught John 10 minutes a day about 3 days a week and in about 8 months he could read just about anything. He attended Mae Cardin's school for 2 years before it closed and then was tutored with 2 other of his classmates by a Cardin teacher who stayed in Boise for another year after the school closed. He then enrolled in the 4th grade at Greenleaf Friends Academy in Greenleaf, Idaho, west of Caldwell. He was reading post high-school level in the 5th grade. He will graduate this June, 2001, with straight A's at the top of his class. He achieved a score of 1330 on his SAT. He has been accepted at St. Johns College (the Great Books College, the College of political incorrectness) and will be attending the Santa Fe, New Mexico, campus his first year. He has expressed a desire to then rotate every other year with the Annapolis, Maryland, campus. He senses his Lord is

leading him to be an educator.

His mother and I have always been thankful that God put us in contact with you and your wonderful book - Alpha Phonics. Once our children had the finest "reading tool" possible with AP they could then access the world of knowledge with ease.

Thanks again, Sam, and hope you enjoy knowing what a marvelous contribution you have made to at least one set of parents and their 2 children.

With sincerest regards, V. L. (Bud) Goltry; Boise, Idaho

Missionaries use Alpha-Phonics to teach people in Thailand

Christian Freedom International
Washington, DC
June 22, 2001

Dear Sir,

Recently Christian Freedom International sent a team to Thailand, near the Thailand/Burma border, to teach a two-week intensive systematic phonics course. The class consisted of about thirty teachers of the Karen ethnic group, who are native to Burma. Those teachers will use this training in the Karen schools of both Burma and Thailand.

The team decided to use "Alpha-Phonics" as the main curriculum. Each Karen student received their own copy to have as a resource for teaching their classes later on. We chose your curriculum because it was not only simple and compact, but also very ESL-friendly. Everything that our teachers would need to instruct others was contained in the one book. This makes it much easier to take this course deep into the jungles of Burma.

Another aspect of the curriculum that the team was impressed with was the fact that this curriculum had the teachers reading words and sentences in the first few lessons. This helped them tremendously in seeing how the English letters relate to each other in a word, and then how those words relate in a sentence.

Each day our team taught three to four class sessions lasting about 1 hour each, separated by 15 minute breaks. Each session began with a flash-card drill of the various sounds of the English language. The first day was completely focused on the different sounds in the English language. We wanted to make sure that the Karen teachers understood those sounds, could write the English alphabet, would know the names of the letters, and would be able to say the sounds relatively well. On all the following days our team spent most of the time going through the "Alpha-Phonics" curriculum.

During the classes, our CFI teachers simply went through each lesson one at a time, showing the Karen how to use the curriculum. The teacher's instructions

in the back not only made the job easier, but also were a great resource for them for review and future reference in their own schools.

In the second week, we began having them teach not only their peers, but also some of the children from a Karen refugee camp in Thailand. This provided practice for use of the curriculum with children. They did very well and by the end of the two weeks, most of the class felt very comfortable using the "Alpha-Phonics" curriculum individually.

As a team, we were very pleased with the results that we saw from the course. The "Alpha-Phonics" curriculum helped tremendously and provided a great foundation for the students. They not only improved their knowledge of the sounds of the English language, but were also equipped with tools to pass this knowledge on. .

Thank you for the materials that your company provided. We are looking forward to using your curriculum in subsequent courses that CFI will provide.

Sincerely, David Servideo
Program Director

Mom of 10 has taught 7 with Alpha-Phonics

Thank you for Alpha-Phonics. We have ten children and I have used the program for each child thus far. I am currently teaching number seven. I appreciate the efficient use of my time and energy. With no "fluff" built in, Alpha-Phonics is not frustrating to teacher or student.

Sally Sutterfield

Proposes Santa Barbara schools adopt Alpha-Phonics

LETTERS TO THE EDITOR
SANTA BARBARA NEWS-PRESS

December 2, 2000

Reading primer would aid students

Recent proposals to improve education in Santa Barbara are very nice, and I am sure they are well intended. But with regard to "rescuing the 10 to 15 percent of students who now enter high school barely reading," there is a much simpler and cheaper solution: purchase copies of Samuel Blumenfeld's book, "Alpha-phonics: A Primer for Beginning Readers. "

Buy one for each student.

My children learned to be top readers with this book. Those 10 to 15 percent can, too.

When faced with a specific problem, find the simplest and cheapest tool to deal with that problem, not expensive programs, the scope and direction of which will be a bone of contention among competing political interests for decades to come.

Martin Faries, Lompoc

"One day I found my 3 year old... completing lesson 2 all by himself."

June 17, 1994

Dear Mr. Blumenfeld,

I just had to write to tell you how thrilled I am with Alpha-Phonics. It is incredibly easy to use! It works marvelously! What a joy it is to teach my own child to read. It adds a special dimension to our relationship.

You have made Alpha-Phonics so simple; it's brilliant. I started home-schooling my five year old son, with four children and a brand new baby. With Alpha Phonics, any time I had fifteen minutes to spare, I'd just turn to the next lesson and we'd do it. Michael was progressing beautifully, and so naturally. Reading was not difficult. It was just systematic and took time and attention. It did not require strain.

One day I found my three year old at the kitchen; table reading S am, Sam; m an, man, and so on, completing Lesson 2 all by himself. I had not taught him. I had just taught him his letter sounds. He picked it up and did it himself. And that's just how simple this book is.

As we got along in the book, we would review, daily, earlier lessons and then do a new lesson. With your book, reading can be mastered, without stress or strain.

Your approach also totally fits my style. I am a busy person, like most of us today. I don't like alot of fuss and unnecessary frills. This one book does it all.

My sister-in-law showed me a reading program she recently purchased. There was this book and that book and this tape and that tape. And it was over \$200.00! I didn't have the heart to tell her all she needed was Alpha Phonics, this unassuming looking book is brilliant, not to mention a small fraction of the cost. A thousand times thank you. You have made it simple and economical for any mom to impart to their own child the most important skill they will ever learn.

Sincerely,
Mrs. Kathryn Colasante

"In just a few minutes a day my little girl has successfully been able to learn to read."

April 26,1997

Dear Friends,

I am writing to let you know how much we appreciate Alpha-Phonics. I bought it to use with my 6 year old last year. I had tried other curriculum with my older son, yet all programs were so much more complicated to teach and understand. In just a few minutes a day my little girl has successfully been able to learn to read!

Alpha-Phonics has not only worked for my little girl, but I have also been using it for a little boy I have been tutoring. He has been 'labeled' learning disabled and his teachers have just thrown him away. By the way, he first went to a local Christian School and now he is in Public School. This little boy is now learning to read. I see no difficulty at all in his learning ability! I am seeing an eager little boy learn to read when the professionals said he could not ever learn to read... by the way, I am just a mom with only 1 year of college!!

I think Alpha-Phonics works because it is straight phonics without all the Fluff! PLUS, I can now say personally that it works for all learning styles and even learning deficiencies... If there be any!! I will personally be recommending this wonderful program to all families that I counsel for curriculum needs! (My husband and I lead our area support group of 250 families and serve as coordinators for our church school.)

Well, may God continue to bless your work for Him!

Sincerely,
Mrs. Cindy Rushton

Downs Syndrome 14 year old learns to read!

October 2, 1991

Dear Mr. Blumenfeld,

Thank you for Alpha-Phonics!

We have a 14-year-old son who has Downs Syndrome. He began his formal "education" at age of three. After 10 years of special education in the public school system, he had a reading vocabulary of 76 words. His teachers used a sight-word recognition system and considered that a "good score". He was very frustrated with his inability to read, so he would copy his siblings by pretending to read.

I began to search for a reading program. In reading through the home-school book section at the library, I found a recommendation for the book How to Tutor. After reading that book, I started our son on the phonics program immediately. Within one month, he could read over 100 words--more than he had learned in 10 years of schooling! ! ! I was thrilled and so was he.

We spent about a half hour a day after school, and he continued his progress slowly, but surely. Many of the words were unfamiliar to him, such as "rap"

and "jab", so I explained the meanings and his vocabulary expanded. We have seen a remarkable change in his articulation. When he learned the "th" sound and saw that "bath" ended with "th", he stopped saying "baf". His speech is much clearer and his sentences are more complete.

It has been a year since we started the Alpha-phonics program and he is finishing the last pages. He is so pleased to be able to read library books, sing along with the hymns at church, and inform the driver what the signs along the road say. Our son does not have a very high I.Q., but he was able to learn to read using phonics. I am sure there are many children in special education programs that could also learn using this system, and I would highly recommend it to other parents. Thank you for Alpha-phonics!

Sincerely,
Jeanette Metzger

"If there was one correct choice I made in curriculum when deciding to home-school, it was Alpha-Phonics."

Beth
Curriculum: Alpha-Phonics
Subject: Phonics
Author: Blumenfeld
Grade level: K and up
Dates used: August 2001 to present

Review:

If there was one correct choice I made in curriculum when deciding to homeschool, it was Alpha-Phonics. I got the \$30 book (combined with the teacher's instructions in the back) and am thrilled with it. It is a no nonsense approach, and takes just a few minutes a day with wonderful results. My 6 year old is now reading far above where he would if he were in school. I have started Alpha-Phonics with my 4 year old, at a very slow pace, and he too is already beginning to read. I supplement this with Bob books and with Explode the Code (when my son was a little older) mostly to get used to spelling and writing. I can't say enough about Alpha-Phonics. A fantastic program!

Review submitted: 13:45:52 06/16/02

"I can't say enough things about this reading curriculum! Its non-consumable."

Danielle (66.44.40.61) kdc1@erols.com
Curriculum: Alpha Phonics
Subject: Phonics Instruction
Author: Sam Blumenfeld

Review:

I can't say enough good things about this reading curriculum! It is non-consumable, so you could use it with more than one child, very inexpensive, simply presented and systematic. My child learned to read proficiently using one short lesson per day, and she is only four. The only thing it "needs" is a set of beginning readers for further practice, but the company does sell these, separately.

Review submitted: 19:28:13 04/12/02

May 4, 1998

Literacy Unlimited, Inc.
31566 Railroad Canyon Road, Suite 657
Canyon Lake, CA 92587-9446

Dear Sirs:

We would like to take this opportunity to thank Samuel Blumenfeld and your staff for the exceptional phonics program entitled "Alpha-Phonics" and for all the phone assistance made available to us since February.

We are a Christian homeschool family in Malad, Idaho. Since we belong to HSLDA we receive their monthly report. One particular letter written by Michael Farris encouraged homeschool families to get involved in our communities in a tutorial capacity. Well, we decided to offer a remedial reading phonics program to those in our city who might be interested in improving their reading and writing skills. We started the class in February with five youths referred to us by the local juvenile probation officer. We held the class every Monday evening at our church. We expected a certain amount of students to drop out of the class but the numbers increased every week until we were teaching your program to fifteen students! We actually had to turn away five more students, who arrived towards the end of the program.

The effect that your program has had on this class has been truly profound. Every student of school age has shown an improvement in their school grades. One particular student who had been referred to us by the juvenile probation officer not only moved her grade average of straight F's to C's and D's in one semester, but has helped us teach the class and will be teaching the new class in the Fall with our assistance. We already have six students signed up for the next class. Our pastor took the class and so, as an added bonus, he is able to read the scriptures to us without faltering.

At the beginning of the program, a teacher from the school system started sitting in on the classes and appeared very skeptical. After the class was completed, we found out why. We overheard her asking one student why she had improved so much with this program in contrast to a phonics program offered a couple of years ago by the public school system. The student said that the other program was "very boring and much too easy," and also that the teachers didn't seem to care about the students as much as we did."

Again, thank you for a fine program and all the help given to us. Your program has made a great impact on our community.

In Christ's Service

Stephen and Janet Coakley
3804 West Center Street
Malad, ID 83252
(208) 766-4883

*This is a typed copy of handwritten letter sent
to Literacy Unlimited, Inc., on May 4, 1998.*

December 31, 1997

Joyce A Prince
9211 N. Council Rd , #417
Oklahoma City, OK 73132

Mr. Samuel Blumenfeld
LITERACY UNLIMITED
31724 Railroad Canyon Road,
Canyon Lake, California 92587
Fax (909) 244-8041
Dear Mr. Blumenfeld:

Greetings from Oklahoma City!

I received my Alpha-Phonics Program and have truly enjoyed it.

I am an ESL teacher and have taught International students for many years from all over the world. I have just finished my last class at Francis Tuttle Jr. College here in OKC. I had 13 students with nine different countries represented.

In 1987 I taught ESL in Khartoum, Sudan for a short time. In 1992 I taught ESL in Bucharest, Romania. In 1978-1980 my husband and I lived in Saudi Arabia and I taught ESL there for two years in an all-girl Arabian private school.

As I methodically went through each item of your program, I was extremely appreciative of the **thorough** way in which you presented each phoneme, and also the **ORDER** in which they are presented.

There are many programs on the market, which I have used, e.g., SPALDING, LONDON, HOOKED ON PHONICS, however, I have put together my own material, one that fits my "order" of content presentation.

Since most of my students are ages 18-25, I emphasize the names of the different phonemes, e.g., consonants, vowels, diphthongs, etc. Labeling the groups of letters with the examples under each heading seems to help the student categorize his understanding.

At first I was concerned your program would be difficult in a classroom situation, however, since I have the students write in their notebooks continually I feel the skills can be enforced in this way. I notice it is possible to purchase multiple student workbooks. I would like to do this. Please let me know what the cost is.

I have found in my experience the use of cassette tapes is a tremendous tool in the students' acquisition of the language. He is not only visually involved but audibly also. In

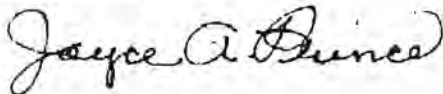
this area I also have the student do repetitive oral recitations as they are writing the phonemes. Your student's workbook is beautifully designed for oral and writing skills.

In my initial perusal of the material, I felt the cassette tapes would not be helpful for an international student who has limited English ability. Mainly because he would be unable to follow clearly the verbal instructions as he tracked the letters of the written page. After listening carefully to the tapes I realized they unite the entire core of learning, as they are hearing as well as seeing the letters.

My husband and I will be returning to Saudi Arabia around March 15, 1988. He will be working at the King Faisal Hospital and Research Center and I will be teaching ESL. I will be teaching all Arabic students, in many grade levels. The Arabic language as you know does not use the American Alphabet and therefore the students do not have the cultural inductive natural learning dispositions. Your program elicits excitement in the student and helps to jump the gap between their native propensities, and the learning of a new language. Your program teaches how the language works, how it represents the sounds of speech and most important, how these sounds relate to the written letter.

Maybe we could say, this is the first for your program to be used internationally? Whatever, I will certainly do my best to present it in the way you would deem most highly.

Sincerely,



Joyce A. Prince
ESL Specialist
Enc. 2

SAMUEL L. BLUMENFELD

73 Bishops Forest Drive Waltham, MA 02452 781-899-6468 sblu@netway.com

Dear Customer,

Many thanks for purchasing ***Blumenfeld's Alpha-Phonics***. I created this reading instruction program specifically to enable ordinary parents to teach their children to read at home with ease and effectiveness. For the last twenty years it has been used successfully by thousands of parents who have subsequently become my best salesmen.

If you know of neighbors or relatives who have children who need to be taught to read or are having difficulty learning to read at school, please make them aware of ***Blumenfeld's Alpha-Phonics***. You will be doing them a great service and helping me and others fight this epidemic of reading disability in our country. A recent report from the National Bureau of Education Statistics has revealed that only 30 percent of our college graduates are proficient readers! How can our nation continue to prosper with so many new functional illiterates?

There is no reason why any normal child in America should not be able to read accurately and fluently. But if children are subjected to faulty teaching methods in our schools, they will experience reading problems that will affect their entire future lives.

It is known that a very close relationship exists between reading failure and Attention Deficit Disorder. Failure to learn to read creates in many children unbearable frustration and anger. And that is why over four million children are drugged each day in order to attend school.

Please feel free to write or call me if you need any assistance in using ***Blumenfeld's Alpha-Phonics***, or have had experiences with your local schools about their reading programs. Also, if you would like me to visit your area and speak to a group of interested parents, please let me know.

Sincerely yours,

A handwritten signature in cursive script that reads "Sam Blumenfeld". The signature is written in dark ink and is positioned below the typed name "Sam Blumenfeld" in the signature block.



V.L. GOLTRY, M.D.

Otolaryngology
Head & Neck Surgery

December 11, 1989

Mr. Samuel L. Blumenfeld
C/O Paradigm Company
Box 45161
Boise, Idaho 83711

Dear Sam,

I am writing you to commend you on the phonics text book that you have produced entitled Alpha-Phonics. I am a physician in Boise, Idaho, and my wife is a registered nurse. We have elected to home school our children, John, age six and a daughter, Sara, three. Over the past eight months I took charge of teaching John to read and used your book, Alpha-Phonics exclusively.

I was so pleased with the ease of instruction, the clarity of the book and the response of my son that I felt that I should write you and commend you on the results obtained by the Alpha-Phonics method. By the time John and I had finished Alpha-Phonics, over a period of eight months, John could read and pronounce most any word. Again, I thank you for this marvelous book and especially does my son, John.

Sincerely yours,

V. L. Goltry, M.D.

VLG:sfm

Letters from Users of Alpha-Phonics

From Pastor Lau, Sungai Dua Reformed Church, Penang, Malaysia, 11/24/99:

I write to thank you for the great help your book "Alpha-Phonics: A Primer for Beginning Readers" has given to us. We have four children – age 10.5, 8.5, 6.5, and 3.5. We bought your book in 1990 through the recommendation of a good friend in the UK. We know that you have written many other good books – but we were only able to afford to buy that book (even that book cost a day's pay!). HOWEVER, with that book we have trained all our children to read proficiently by the age of 4. . . .

Our youngest child, Jo-Ezer is 3 years and 3 months old (born 15 Sept 96) and he has gone half way through your "Alpha-Phonics." And he is really enjoying it. He reads the 'My First Bible in Pictures' by Kenneth Taylor, without any problem.

At the back cover of your book, "Alpha-Phonics" it says "This book can solve America's reading problem." I suggest that it should read "This book can solve the world's reading problem."

From Susan Bowman and Dr. Anthony J. Bowman, Greeley, Colorado, 5/11/98:

Thank you so much for your program. We purchased our first book prior to our son's birth in 1990! My husband wanted our son to have THE BEST program available and after much research his choice was Alpha-Phonics. This program is helping tremendously in homeschooling our only child. Alpha-Phonics is a "must have" for every student. Reading well is an essential skill for survival – your program made it possible.

Mr. & Mrs. Howard Walter, Port Orford, Oregon, 6/20/87:

Thank you for your fine books. Using Alpha-Phonics, we taught both of our children to read and write. In six months we taught our 5-year-old daughter, Meghan, to read. When our son, Christian, was 4 ½ we started him on this learn-to-read manual. Eight months later he is reading the King James Bible at 70 words per minute and understanding it! Both Meghan and Christian (at ages 7 and 5) love to read. Parents really can (and should) teach their children to read. Blumenfeld's Alpha-Phonics makes the job easy and enjoyable.

For parents who have learned to read via the public school's method of "look-say," Alpha-Phonics is an additional bonus. Both my husband and I learned to read with Dick & Jane, the look-say way. After teaching our own children to read using Alpha-Phonics, we are now better readers and spellers ourselves. . . .

We have sold or given away more than 18 copies of Alpha-Phonics over the last 1 ½ years. Many of these satisfied parents have told us and others how pleased they are with Blumenfeld's intensive phonics system of learning to read. Two customers who lost their books wanted replacements as soon as possible. One young mother, whose 5 year old was in the public school's kindergarten, was shocked that she could teach her son more in 2 weeks (with the help of Alpha-Phonics) than he had learned all year in the public school's program of "reading readiness." Again, thank you.

Letters from Users of Alpha-Phonics

Darlene Lubinus, Taejon, Korea, 1/10/95:

I am a certified teacher with something called a reading endorsement attached to my credentials. What that translates into is that I took extra college courses in how to teach reading, supposedly to make me a better teacher and more employable. I remember Dick and Jane in the second grade. Fortunately, I am an avid reader. Unfortunately, I can't spell. . . .

In 1989 I was an at-home mom with a two-year-old baby. I was listening to Point of View and heard you for the first time. I was captivated. You were talking about all my favorite things and telling me information I'd never heard before. I ordered Alpha-Phonics that day and several of your other books. . . .

As for reading, my second grade daughter loves it. I used Alpha-Phonics with her starting in kindergarten. She learned quickly and well. . . . I am now using your book to teach my five year old son. He is not going as quickly as my daughter, but he's doing well and excited about his progress.

Thank you for your tireless efforts to reeducate us.

Lisa J. Himmelman, 3/23/98:

After trying 3 different reading programs I realized my six year old son and I needed something no nonsense that was clear and systematic so we could really use our learning time efficiently. I found that in the "Alpha-Phonics: A Primer for Beginning Readers." It truly is easy to use and allows us to gas as fast or slow as we need.

Nancy Ellen Govoni, Malden, Mass., 3/12/98:

I met Dr. Blumenfeld at a CWA convention near Chelmsford, Mass., two and a half years ago, while I was a special needs foster parent. My foster son had multiple Learning Disabilities, plus emotional, behavioral and neuro-psych problems; and he was illiterate at age 14 ½. Over the course of almost six months, I taught him 14 lessons in Alpha-Phonics. It was very painful for him to try to learn: He would stamp his feet, yell, stand-up and pound the chair and table, and want to hit his head against the wall. But before he left, he demonstrated measurable reading readiness from the 14 Alpha-Phonics lessons.

That sold me on the Blumenfeld method forever. I also realized I wanted to continue teaching the Blumenfeld method to anyone who needed it because it works so wonderfully and sensibly.

Susan Eiland, Bay Minette, AL, 3/26/98:

Alpha-Phonics is very clear and easy to understand. I really liked the fact that there was not unnecessary busy-work and boring drill-work. Our oldest child has used Abeka, but quickly burned out. Alpha-Phonics is a breath of fresh air and has brought the joy of learning to read back! Plus it is easy to use with all three of my children at the same time (ages 2 ¾, 4 and 6 ½).

201-5 0 Jung Dong
Taejon 306-010 Korea
January 10, 1995

Dear Dr. Blumenfeld.

I am a certified teacher with something called a reading endorsement attached to my credentials. What that translates into is that I took extra college courses in how to teach reading, supposedly to make me a better teacher and more employable. I grew up in government schools and went to a government university. I remember Dick and Jane in second grade. Fortunately, I am an avid reader. Unfortunately, I can't spell.

I was raised in an above average, evangelical, Arminean home and when I went to college, I joined one of the "big-name" campus Christian groups. I was smart enough to know I wasn't supposed to be agreeing with most of what I heard in class, but was clueless as to what was wrong with it if it wasn't a blatant attack on my God.

I did well in college (not hard to do in elementary education), earned my extra credits in reading, and didn't know the first thing about teaching it. For one class, we had to tutor a child. I remember being turned loose with this kid and not knowing the first step in how to improve her reading skills. It was all a guessing game and that's what I taught her how to do. I remember thinking, "This is so hard! Is this REALLY how you do it?" but not having heard the "other side", I didn't know there was an alternative.

I didn't want to sell out to the world, so when my husband started seminary, I got a teaching job at a Christian school for \$900 a month. Friends of mine got jobs with public schools for much more, but I felt I was living out my convictions and the sacrifice was worth it. That was before I knew what a **real** Christian school was supposed to be, and my experience there did more to move me toward my present beliefs than anything else.

It was a Christian school in name only. All the teachers were supposed to be believers, we had Bible as one of the subjects and chapel once a week. Apart from that, it was a public school. The peer pressure was tremendous, the students on Ritalin, the curriculum a hodgepodge Abeka and main-line secular. My eyes were opened to a lot of things, but after two years I was pregnant and knew I could quit and stay home with my kids, not having to face the problems in the education world until my children got there. I had always said that I would send my kids to a "good Christian school" but after having taught in one, I was **sure** I didn't want to send my kids there.

During this time a book fell into my hands, *All the Way Home* by Mary Pride. That book revolutionized my life. One book led to another led to another and I was on the home school bandwagon. Since it was five years before I had to make any schooling decisions, I studied the subject as much as possible. Light was being shed on those college classes and what was wrong with them. I was being educated for the first time and I wasn't even in a formal classroom!

In 1989 I was an at-home mom with a two-year-old and a baby. I was listening to *Point of View* and heard you for the first time. I was captivated. You were talking about all my favorite things and telling me information I'd never heard before. I ordered *Alpha Phonics* that day and several of your other books. I read them and passed on the books to others and treasured all those things in my heart, for it was still several years before I would be teaching my own children.

My husband was a student evangelist at a college campus, but he's an intellectual at heart. Trying to answer the student's question, especially concerning the end times and Bible prophecy, he read *The Beast of Revelation* by Ken Gentry. Well, you know the world that then unfolded for us. After much study, many books and prayer (plus going into foreign missions and moving to Korea) we are becoming truly educated. We have learned that the Gospel is more than just one-on-one discipleship and deeper than "how to have a daily quiet time". We have learned the proper place of God's Law in our lives. Names such as McDowell, Colson, Swindoll and Dobson have been replaced with names such as Rushdoony, North, Bahnsen, DeMar, and of course, Blumenfeld, to name a few. We are proud to stand and be counted among the Reformed thinkers of the Christian Reconstruction movement. Our lives are much richer and deeper, although our friends (many of the "simple faith" variety) don't understand where we have gone off the deep end. When we offer them books to read, they come back unread with excuses about why they couldn't get to them. We have had success with a few, passing on newsletters (your's included) and getting them hooked on the *Chalcedon Report*. They are bright spots in our life, for they offer lively discussion about how all of the Bible pertains to all of life.

I have been home schooling for three years now. It is kind of hard to do because we live on a missionary compound right next to the International Christian School where **all** the missionary children go and **all** our missionaries teach. It is similar to the above mentioned school and it is not understood why our children don't go there. I had one mother ask me if I taught my children at home because I thought I was better than everyone else. I answered, "Yes." I then went on to explain that God gave these children to me (of which there are now four), and as their mother, He has put me in charge of their education. I also mentioned things like knowing them better

than anyone, understanding their strengths and weaknesses, negative peer dependence (her kids were some of the worst) and a few other things. Of course, it fell on deaf ears, but hopefully, time will tell. I know that I am doing the right thing and I love every precious minute with my children. Something else many mothers don't understand nor desire.

As for reading: my second grade daughter loves it. I used *Alpha Phonics* with her starting in kindergarten. She learned quickly and well. This fall we had to go to missionary training for seven weeks where they have a special school for MK's. This was her first taste of "real" school. At the teacher conference, the teacher said that my daughter was a phenomenal reader. She had a large class and not enough readers (your typical basal type). Since Linsey was so advanced, she let her go to the library and pick out standard books to read. Linsey would bring them to the classroom and the teacher would tell her to take them back and get easier ones. My daughter insisted that she could read them, and when tested, she could! The teacher said that she sounded like an adult reading to a child with the same inflections and intonation in her voice. I am now using your book to teach my five year old son. He is not going as quickly as my daughter, but he's doing well and excited about his progress.

I don't know why I felt compelled to share all this with you, but I just finished listening to your lectures with the Basileians and wanted to let you know that we are out here and we are listening. To encourage you, while I was at the missionary training center, there were five home schoolers and three of us used *Alpha Phonics* and this is among the Baptists!

Thank you for your tireless efforts to reeducate us. May many more people hear and believe and bring all of life under the authority of Jesus Christ our Lord.

Sincerely

A handwritten signature in cursive script that reads "Darlene Lubinus".

Darlene Lubinus

Entered

**William & Kathleen McKeel
P.O. Box 217 Lake View Drive
Bakerton, West Virginia**

**Literacy Unlimited
31566 Railroad Canyon Road
Suite 657
Canyon Lake, California 92587-9446**

Dear Alpha-Phonics

We just started to use the Alpha-Phonics book this past fall. I have enjoyed the simple design and straight forward approach. Our daughter was involve in an accident and sustain head injuries. On recover had problems with her newly learned phonics. This was over two years ago. I investigated and used many different problems. I had used a program that taught short vowels along with the long vowel sound being blended in. She experience trouble and confusion in application. It was then I realized short vowel needed to be well introduce along with the consonants finishing with the long vowels. Since this fall she has been working in the program. There is a definite improvement in her reading. Her confidence in attacking words also has improved. We also put a son in the program who has been a challenge in teaching. I can see a well-established foundation in what he has learned. I know from experience that a good foundation in phonics is necessary. My own background was not grounded in phonics. In discussion with my sister, as we were labeled learning problem students. We question the label without strong phonic background. From reading my grand grandmother writing there might be a problem in the family with learning. I strongly support a foundation in phonics. Thank you again for your program.

A friend of Phonic,

Kathleen McKeel

85 Oliver Street, 1-R
Malden, Massachusetts 02148
March 12, 1998

Ming
LITERACY UNLIMITED, INC.
31724 Railroad Canyon Road
Canyon Lake, California 92587

Dear Ming:

I just received the Alpha-Phonics kit and am very excited about it. It has the "missing pieces" I've been improvising to use with my students for two years, such as the flip-chart, "books", lesson cards, and spiral binding for ease of use. I especially look forward to viewing the video.

I first want to review my experience with Dr. Blumenfeld's Alpha-Phonics method of teaching phonics - reading - English to one and all with instant results.

I met Dr. Blumenfeld at a CWA (Concerned Women for America) convention in or near Chelmsford, Massachusetts, two and one-half years ago, while I was a special needs foster parent. My foster son had multiple Learning Disabilities, plus emotional, behavioral and neuro-physch problems; and he was illiterate at age 14-1/2. Over the course of almost six months, I taught him 14 lessons in Alpha-Phonics. It was very painful for him to try to learn: He would stamp his feet, yell, stand-up and pound the chair and table, and want to hit his head against the wall. But before he left, he demonstrated measurable reading readiness from the 14 Alpha-Phonics lessons.

That sold me on the Blumenfeld method forever. I also realized I wanted to continue teaching the Blumenfeld method to anyone who needed it because it works so wonderfully and sensibly.

In the years since then, I have used this method with Chinese and Vietnamese immigrants individually and in a volunteer class at my branch library for a year, with several 7-year-olds -- one little girl during the summer for over 6 weeks, with a Vietnamese woman next to where I worked, who ran a store, and would take 10 minutes out of her busy day to learn some Alpha-Phonics with me. I am always ready to present the first few lessons on the spot to anyone I meet anywhere, say at a bus stop or while I'm waiting for a dental appointment! Time is of the essence and so many people are illiterate.

When I heard your ads on radio during the Rush Limbaugh show on 680 AM Talk Radio, Boston WRKO, I rejoiced, then decided to call and order the kit to further my knowledge of the Blumenfeld method. The kit is delightful. I am thrilled to have these attractive tools to use now in teaching literacy.

Sincerely,

Nancy Ellen Govoni
Mrs. Nancy Ellen Govoni

Telephone: 781/321-8115

fEC. for
made in order
3-16-98

C# 1686

C# 857

3-17-98

Sales consultant - 016

I like Alpha-Phonics because it is simple, straightforward, yet thorough. I had always wished there were some other materials to reinforce the lessons because I have an LD child who needs a lot of repetition. I'm glad to see the new materials being offered.

homeschool mom

Ruth Cornell

Greg & Linda Stewart
100 West 790 North
West Lafayette, IN 47906

3/22/98

Dear Mr. Blumenfeld,

I used the Alpha-Phonics primer with my oldest daughter for homeschool kindergarten. She was reading by spring. When we got to long a she figured out the other long vowels on her own (we still finished the book). It was easy - 15 minutes/day. Now she spends hours a day reading for fun, books like the Little House series and the Box Car Children series - well beyond typical first grade fare.

As my second daughter approaches kindergarten age, I know I have a whole different personality to work with. I'll need some "bells + whistles" to motivate her, plus lots of reinforcement, as she's having difficulty with even the symbols 1 to 10 (at age 5). I'm looking forward to trying the Alpha-Phonics reading program, + look forward to the same solid results as her sister had (at her own pace).

Thank you for your work. It was pretty simple to teach. Sincerely,
Linda Stewart

Cust # 1696
Order # 914
3-23-98

Dear Alpha-Phonics,

After trying 3 different reading programs I realized my six year old son and I needed something no nonsense that was clear and systematic so we could really use our learning time efficiently. I found that in the "Alpha-Phonics A Primer for Beginning Readers". It truly is easy to use and allows us to go as fast or slow as we need.

Thank you.

Sincerely,

Lisa J. Himmelman

~~Kate Vanhorn~~
1/6/96

Cust# 17225

3-26-98

Order# 989

3-31-98

Dear Lorraine,

Alphaphonics is very clear and easy to understand. ~~For the time~~ I really liked the fact that there was not unnecessary busywork and boring drillwork. Our oldest child has used Alpha but quickly burned out. Alphaphonics is a breath of fresh air and has brought the joy of learning to read back!! Plus, it is easy to use with all three of my children at the same time (ages $2\frac{3}{4}$, 4 & $6\frac{1}{2}$). Looking forward to the new edition!

Mrs. Susan Eiland

334-937-5628

1000 Nixon Avenue
Bay Minette, AL 36507

March 31, 1998

Literacy Unlimited, Inc.
31566 Railroad Canyon Road
Suite 657
Canyon Lake, California 92587-9446

Entered

Dear Mr. Blumenfeld:

Enclosed is the back cover from my old Alpha-Phonics primer. I've been instructed to send it in to qualify for the \$100 discount on your newly expanded phonics program.

Over the past eight years I've used several different phonics programs with my five children. In all honesty, I've neither been at ease nor totally happy with any program that I've used so far - including your Alpha-Phonics primer. I was elated to see you come out with a multi-sensory program that includes readers, auditory tapes, spelling rules, a teacher's manual, etc. The money back guarantee and the \$100 rebate are good incentives, but the main reason I have chosen Alpha-Phonics over Sing, Spell, Read and Write is because of the compatible computer program, "Phonics Tutor presents Alpha-Phonics."

Your sales representative (Lorraine) told me that your company knew nothing about this computer program. That mystified me. My initial reaction was: "How is it possible for a company of your magnitude to know nothing about another company that is obviously using your copyrighted material?" It just wasn't plausible. I mean, The Home Computer Market sells this CD-Rom (it's on their list of highly recommended programs), Mary Pride had a spotlight review about it in her national magazine (I've enclosed a copy), and I've seen it advertised several times over the past year. "Not knowing" about these publications makes me apprehensive that Literacy Unlimited is either very out of touch with the homeschool market, or that your employees are being instructed not to say anything about this program because of some kind of power struggle or lawsuit. Didn't something similar to this happen several years ago with Romalda Spalding's, "The Writing Road to Reading." I may be insignificant because I'm from small town Montana, but from my point of view Romalda Spalding's program lost integrity because of the squabbling. If this CD-Rom is a good product, and I assume it is from all the good reviews, then why don't you just sell their product along with yours? It would be an asset, not a detriment.

Sincerely,

Debbie Denty
Debbie Denty
800 Main Street
Deer Lodge, MT 59722

Literacy Unlimited
31566 Railroad Canyon Road
Suite 657
Canyon Lake, California 92587

Carolyn White
23464 Blue Ridge Drive
Lawrenceburg, Indiana 47025
812-637-3480

April 1, 1998

Dear Lorraine,

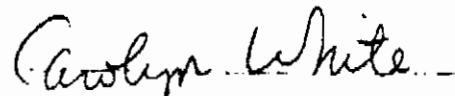
Please find a personal check enclosed for the amount of \$165.90. This is for the purchase of the full AlphaPhonics program. Also enclosed is the portion of the cover of the Primer which I already own.

I have been using the Primer with my kindergarten-age son this school year. I also purchased a set of books called The Little Companion Readers from The Back Pack catalog which complement the AlphaPhonics Primer. I am impressed with the order of material presentation, the word family approach and the thoroughness of phonics presented in AlphaPhonics. However, I am finding that my son would now benefit from a more structured approach to daily lessons with practice in oral reading, listening, writing and spelling. He has difficulty sounding out words with reasonable speed and becomes frustrated. He has good skills in oral spelling. We have gone slowly to decrease his frustration and improve his confidence in reading.

It is my hope with the use of the AlphaPhonics program will provide easy-to-prepare lessons and adequate skill practice.

I look forward to begin using AlphaPhonics soon! Thank you.

Respectfully,



Carolyn White
Homeschool Mother

Entered

From: Dustin Rider <farside@netpci.com>
To: readit@alpha-phonics.com <readit@alpha-phonics.com>
Date: Wednesday, April 08, 1998 6:03 AM
Subject: Thank you

I just wanted to say thank you for such a wonderful phonics program. I am using it with my daughters and I must say this is the best phonics program there is. One of my daughters is six and the other is five and they are both better readers than the kids their own age and sometimes more advanced than the ones older than them.

Thank You,

Dawn

Entered

April 9, 1998

Several years ago we saw
Mr. Blumenfeld speak at a Home School
Convention in Albany, New York. We
purchased the Alpha-Phonics book and
have used it with two of our children.

We are currently using it with a third
child and have two more children to teach.
We are looking forward to the additional
materials on the Alpha-Phonics program.

Thank you,
Nancy Grimes



4-13-98

Dear Lit. Unlimited

Thank you for the timely discount on your A.P. system.

I am ready to begin my next two daughters on their reading lessons,

having used the primer with my eldest in her 2nd year of reading. It offered excellent review & quickly increased her confidence.

But as I have lent my primer to another

homeschooler, I cannot send the back cover.

I am looking forward to the cohesiveness of reinforcing my new primer with the readers offered in sequence with the lessons.

Thank you,
Mrs. Hendrick

Enter 2

27020 W. Swansee Ct.
Wauconda, IL 60084
April 20, 1998

Literacy Unlimited
31546 Railroad Canyon Rd. Bldg 657
Canyon Lake, CA 92587-9446

Dear Terriane;

Thank you for telling me about the new Alpha-Phoenix Reading Program. We have been homeschooling for twelve years and have used many different phonics programs. We particularly like Alpha-Phoenix because it is a comprehensive program and is quite easy to use. We also have Alpha-Phoenix on CD-ROM but have desired more supplemental readers, workbooks, etc. with the program. We are excited to see that you have provided these supplemental materials with your program!

Enclosed is the bar code from the older version of Alpha-Phoenix that you requested. Please send us the Alpha-Phoenix Reading Program for \$149.95 as you quoted for our phone call.

Thank you for your time.

Sincerely,
Mrs. Mary Laskowski

APR-27-98 08:04am From: MCC P.O.B.

+8017812818

T-284 P.01/02 P-848

Phone 888-922-3000

4-26-98

Dear Sirs:

I am responding to the offer online to change out my old Alphaphonics book for your New kit. I understand that I can purchase the new kit for \$149.00.

I first used Alphaphonics in 1988 for a 6 yrs. old who was not able to do the writing required for another Phonics program (The Writing Road to Reading.) I found Alphaphonics much more designed with little preparation for the teacher. My child responded and progressed quickly. He has always had a very advanced reading level. Alphaphonics gave him the advantage he needed. By the way, he eventually learned to write well but at his own pace. Thank you Mr Blumefeld for your good work.

I'm enclosing a copy of my back cover of my old book. I purchased it from Conservative Book Club. I could find no bar code. Thanks -

Jan Crochet
(601)-925-9448

P.S. I need the new kit for 6 yr old twins!

\$29.95

FAX (907) 244-1965 Lorraine
Entered

This book can solve America's reading problem!

Letters to the author from parents.

I must write to express my wife's and my thanks for your excellent book. It has been so very valuable to us in teaching our 8½-year-old son, Eric, to read.

When I started on September 10th, Eric was almost totally retarded as a reader. Evidently he was one of those youngsters who refuse to attempt sight reading. I followed your book's instructions exactly. Would you believe that we went from Lesson 2 through Lesson 27 in two weeks? And by Thanksgiving we had drilled right through Lesson 117?

Even you wouldn't believe the results! It was as if we were witnessing a miracle!

Eric is now reading Robinson Crusoe, and is just loving it! He had been having headaches all the time. Since he started learning by your method, he is right rapidly to where he has a perfect

phy I have appreciated

Nee the logical, systematic such for your excellent effort in helping
cou off the educational crippling of countless
chil

atic approach in
Alpha Phonics. He
will have finished
Lesson 71 by the

N end of 1st grade. I
cou have missed the
any coordinated readers
spe

was workbook. We have
said supplemented with
else

dictation, successfully

because it produces immediate results and

children, as well as adults, like to see progress.

By the way, we only spend about five to ten minutes a day on this. This is an excellent intensive, systematic phonics program.

Thank you,
C. M.

Vestfield, New Jersey
now residing in Hendersonville,
North Carolina)

home educating her . . . I have tried a
game type learning. None of these produced
cause I have heard Samuel Blumenfeld

going over lessons three and four Dianna
ed my neck and told me she loved me. She
and Daddy are teaching me to read." What

ISBN 0-941995-00-3

Paradigm Company, Boise, Idaho

Holly Emmert
1002 Minnesota St.
#2

Hancock, Mi. 49930
(906) 482-9338





To Alpha Phonics.

This past year we purchased our Language Arts through Sonlight. Our daughter had previously used Phonics for Reading a Primer. She still struggled in sounding out words. After using Alpha Phonics Primer she is reading very well and without many struggles even on the words that are irregular.

I was able also to see where I did not receive any phonics. My spelling has improved and sounding out words has become much easier. I am able to write with a new confidence.

We are wanting the complete system for our son who is 5 now and knows the phonetic sounds to the 26 letters of the alphabet but has not started reading anything more than Bob books.

Thanks for
everything

Betsy Bender
Denton TX

P.S. Bar Code Included

Dear Mr. Blumenfeld,

Entered

I am so happy to be able to order your new program. I really liked using your program in the past because of just how easy it was for a person like me who has not much experience in teaching. I will love the new one ~~be~~ sure - because of the added help! I can't wait to start up again. Please rush it to me soon.

Thank you for the discount! It helps with a large family of 11.

Sincerely

Robin Beckett

SAMUEL L. BLUMENFELD

73 Bishops Forest Drive Waltham, MA 02452 781-899-6468 slblu@netway.com

Dear Customer,

Many thanks for purchasing ***Blumenfeld's Alpha-Phonics Kit***. I created this reading program, with all of its enhanced instructional items, specifically to enable parents with no special training to teach their children to read at home with ease and effectiveness. For the last twenty years ***Alpha-Phonics*** has been used successfully by thousands of parents who have subsequently become my best salesmen.

If you know of neighbors or relatives who have children who need to be taught to read or are having difficulty learning to read at school, please make them aware of ***Blumenfeld's Alpha-Phonics***. You will be doing them a great service and helping us fight this epidemic of reading disability in our country.

There is no reason why any normal child in America should not be able to read accurately and fluently. But if children are subjected to faulty teaching methods in our schools, they will experience reading problems that will affect their entire lives.

It is known that a very close relationship exists between reading failure and Attention Deficit Disorder. Reading failure creates in many children unbearable frustration and anger. And that is why over four million children are drugged each day in order to attend school.

Please feel free to write, email or call me if you need any assistance in using ***Blumenfeld's Alpha-Phonics Kit*** or have had experiences with your local schools about their reading programs. Also, if you would like me to visit your area and speak to a group of interested parents, please let me know.

Sincerely yours,

SAMUEL L. BLUMENFELD

73 Bishops Forest Drive Waltham, MA 02452 781-899-6468 sblu@netway.com

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Sincerely yours,

Blumenfeld's Alpha-Phonics

**The Blumont Company
73 Bishops Forest Drive
Waltham, MA 02452
781-899-6468
slblu@netway.com**

Dear Customer:

**Thank you for purchasing *Blumenfeld's Alpha-Phonics*.
You have purchased the most effective reading program on the planet!
If you have any questions about the program, don't hesitate to phone us at the
number listed above or contact us by email.**

**We are in the process of producing several items to enhance your use of our reading
program:**

Blumenfeld's Phonetic Reader

**This reader will provide the student with a story book especially written to be read
and enjoyed as the student learns to read.**

It consists of 11 little books bound into one volume.

Book 1 is comprised of only short a words learned in lessons 1-14.

Book 2 is comprised of short vowel words learned in lessons 15-28.

Book 3 covers words and spellings learned in lessons 29-37.

Book 4 covers words and spellings learned in lessons 38-39.

Book 5 covers words and spellings learned in lessons 40-49.

Book 6 covers words and spellings learned in lessons 50-71.

Book 7 covers words and spellings learned in lessons 72-86.

Book 8 covers words and spellings learned in lessons 87-100.

Book 9 covers words and spellings learned in lessons 101-117.

Book 10 covers words and spellings learned in lessons 118-128, the final lesson.

Book 11 is a delightful collection of short poems for the student's enjoyment.

The price for this reader will be between \$10 and \$20.

**We are also preparing a set of Audio Tapes to help those parents who never had
phonics and need to hear the letter and syllable sounds for themselves.**

Let us know if you are interested in purchasing these tapes.

Thanks for your patronage!

Blumenfeld's

Alpha-Phonics Kit

Order Form

Please send me an Alpha-Phonics Kit.

Enclosed is payment of \$150.00 plus \$5.95 shipping & handling

Total: \$155.95

Please make out payment to Sam Blumenfeld

Name _____

Address _____

City _____ **State** _____ **Zip** _____

Send this form with your payment to:

**Sam Blumenfeld
73 Bishops Forest Drive
Waltham, MA 02452**

For information call:

**781-899-6468
or email at:
slblu@netway.com**