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Seymour Weingarten
Editor-in-Chief
Guilford Press
72 Spring Street
New York, NY 10012

Dear Mr. Weingarten:

As an admirer of what Guilford Press has accomplished since its founding, I am offering several proposals which may interest you.

I am the author and owner of the publishing rights of two bestselling educational books: *How to Tutor*, first published in 1973 and still in print, and *Alpha-Phonics: A Primer for Beginning Readers*, first published in 1983, also still in print. Many thousands of both books have been sold to parents, teachers, and tutors, and I believe that with revision and updating they can continue to sell for years to come, as they address basic educational needs.

What I am looking for is a new publisher who will recognize the enormous potential of both books. There are many ways to revise and update *How to Tutor*, which covers the three basic primary subjects: reading (phonetically), cursive writing, and basic arithmetic. For example, a new attractive version can be produced by dividing the book into three separate books and boxing them together.

As for *Alpha-Phonics*, its full potential is still to be realized. Back in 1995 several colleagues and I formed a new company to expand the *Alpha-Phonics* program and sell it like *Hooked on Phonics* via radio advertising. After investing a million dollars in creating a very attractive kit with an improved workbook, eleven little readers, flash cards, audio tapes, video, etc., our financier ran out of money, and the company went out of business. He had unwisely gambled his money on the stock market and lost.

Now that all that money has been spent on R & D, a creative new publisher might be able to pick up the pieces and produce a new reading kit at low cost to be marketed throughout the English speaking world. At the moment I am working with several Chinese colleagues to produce an adaptation of *Alpha-Phonics* for the Chinese market. It has been expanded into 10 easy books that teach English phonetically. The program can easily be adapted for other language groups since all the world wants to learn English.

I am enclosing a brochure produced to market the *Alpha-Phonics Kit*, plus a more recent promotional brochure for the *Alpha-Phonics* workbook. As you will see from the

comments of users, the virtues of the program are many: simplicity, low cost, ease of use, no pictures, etc. The fact that I don't use pictures is a major selling point for the program, which thereby eliminates the possibility that the learner will learn to read pictures instead of the printed words. I have written extensively on this subject and will send you some of my articles if desired. By the way, eliminating pictures also lowers the cost of production.

Also, it would indeed be terrific if Guilford Press were interested in developing its own K-3 reading program in competition with Scott Foresman, Harcourt Brace, and others, whose books are loaded with pictures and sight vocabularies, which are the cause of so much reading disability. I wrote about all of this in my 1973 book, *The New Illiterates*.

I would be more than happy to provide the expertise in the development of a K-3 reading program based on intensive, systematic phonics--from kindergarten to third grade, including grammar, vocabulary development, writing skills, etc. Considering the amount of reading failure in our schools, the country is ready for a no-nonsense, easy-to-use, intensive phonics reading program for the public schools.

If you are interested in any of these proposals, I would be glad to come down to New York and discuss them with you.

Sincerely yours,

Samuel L. Blumenfeld