

*Blumenfeld's*  
**ALPHA  
PHONICS**

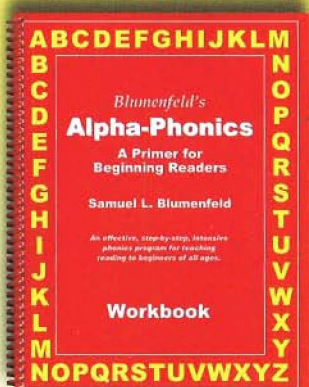
The easiest, most effective  
reading program on the planet!



Teach Reading to  
Children & Adults!!

# 20 Good Reasons to Buy *Blumenfeld's* Alpha-Phonics

1. It's easy to use.
2. The lessons are clear and simple for the learner.
3. The program has no pictures and thus requires the student to learn the letter sounds and develop the crucial phonetic reflex.
4. Flexibility: the tutor and pupil can take as much or as little time needed for each lesson.
5. Student achievement and satisfaction come early as learners begin reading sentences in lesson 3.
6. The program can be used for beginning readers and to remediate older students with reading problems.
7. The program teaches non-English speaking adults to read and speak English.
8. When an individual is taught to read with *Blumenfeld's* Alpha-Phonics, he or she will know how to teach others to read.
9. In *Blumenfeld's* Alpha-Phonics the English Alphabetic system—26 letters and 44 sounds—is taught as a system and helps the individual develop an intellectual understanding of a sound-symbol system.
10. The program expands the mind and enhances brain power by helping the learner expand his or her vocabulary.



11. The program encourages the student to write in cursive, thereby helping develop good writing and spelling habits.
12. The program leads to a life-long enjoyment of the written word.
13. The program helps enhance the learner's self-esteem.
14. Learning to read with intensive phonics increases future earning power and expands the scope of career opportunities in which high literacy is in demand.
15. *Blumenfeld's Alpha-Phonics* can save a child from educational malpractice and help prevent dyslexia.
16. Success in teaching enhances the self-esteem of parents, teachers, and tutors.
17. This program provides the tutor with a proven and effective tutoring system.
18. *Blumenfeld's Alpha-Phonics* provides teachers with a reading program that will produce learning achievement among all students.
19. *Blumenfeld's Alpha-Phonics*, if used nationally, can help America's workforce become top-notch, accurate readers..
20. If adopted nationally, this program can solve America's reading problem and increase efficiency in hospitals, offices, and factories.

# What do users say?

“ I learned how to read using Alpha-Phonics when I was four years old, and for over six months, I carried that red book with me everywhere. I want to thank you for your contribution to my life, for without that book, I don't think I would love reading, and writing, as much as I do now.”

- Keziah Lee • Oxford Hills, Maine

“ I wrire to thank you for the great help your book Alpha-Phonics has given us. With that book we have trained all our children to read proficiently by the age of 4. At the back cover of your book, 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.”

- Pastor Lau • Penang, Malaysia

**“Thank you so much for your program. 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.”**

- Susan and Dr. Anthony J. Bowman  
Greeley, Colorado

“ 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 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 year and a half. 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 school's program of 'reading readiness'.”

- Mr. & Mrs. Howard Walter  
Port Orford, Oregon

“I was a special needs foster parent. My foster son had multiple Learning Disabilities, and he was illiterate at the age of 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...But before he left, he demonstrated measurable reading readiness from the 14 Alpha-Phonics lessons. That sold me on the Blumenfeld method forever, because it works so wonderfully and sensibly.”

- Nancy Ellen Govoni  
Malden, MA

# The man behind *Blumenfeld's* **Alpha-Phonics**

Samuel L. Blumenfeld is one of the world's leading authorities on the teaching of reading. He has spent over 30 years writing on American education and has lectured and held seminars in all 50 states as well as in Canada, Australia, and New Zealand. He is the author of *The New Illiterates*, *How to Tutor*, *The Victims of Dick and Jane*, and other books on education. His articles have appeared in many publications, and he has been a guest on hundreds of radio and television talk shows. He is the Massachusetts chairman of the Reading Reform Foundation.

In 1983, Blumenfeld created his phonetic reading program, Alpha-Phonics, which has achieved enormous popularity among homeschoolers in the United States and abroad. His simple, logical, no-nonsense method has taught thousands of children and adults to read.

Dr. Patrick Groff, professor emeritus, San Diego State University, reading instruction expert, has reviewed Alpha-Phonics and reports: "Of the numerous phonics instruction programs with which I am familiar, I do not know of any that are superior to Blumenfeld's Alpha-Phonics."



# What do users say?

"I highly recommend this program to any parent who believes that an intensive phonics method is the way to teach a child to read. It doesn't get easier for a parent to use than this. It is easy to use and understand. I love that the author gives reasons for why he thinks things should be taught in this manner which I like to hear."

- Christine McNeil Montano

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

**I got the \$30 book and am thrilled with it. It is a no nonsense approach, and takes just a few minutes a day with wonderful results.**

**I can't say enough about Alpha-Phonics.**

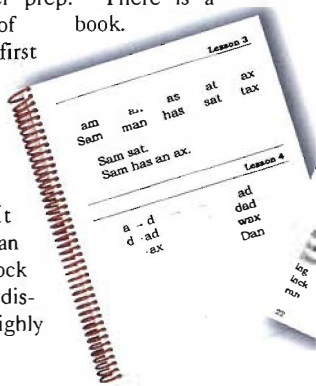
**A fantastic program!"**

- Beth (Amazon.com)

"I used Alpha-Phonics to teach my two boys, now 8 and 6.5 to read. I am currently using it to teach my 5 year old. Minimal to no teacher prep. There is a teacher guide in the back of book.

I stopped using it after the first couple of lessons. If you know how to read you can teach with Alpha-Phonics. I thought I was missing something with Alpha-Phonics because it is so fast and easy. It feels like cheating. I took an expensive trip around the block to see what I was missing and discovered that Less is More! I highly recommend Alpha-Phonics!"

- Anonymous (Amazon.com)



"Bottom line is that it helped my first grader greatly accelerate her reading skills. My daughter, though bright and motivated, does not have an aptitude for reading and possibly has a slight case of dyslexia. We started Alpha-Phonics in November. We finished the book in January. She has since been advancing at almost a level a week. The book has made a difference because it lays a phonic foundation in an organized, comprehensive manner with exercises that continually reenforce the learnings in each lesson. It starts out very simply so that the child is not overwhelmed and immediately feels a sense of accomplishment."

- Gary Kuwano • Santa Clara, CA

"This is a wonderful phonics instruction book. I have used different phonics instruction books and this is my absolute favorite. It is simple to use and systematically covers all necessary phonics skills. Also, there are no illustrations which might encourage children to guess at words rather than reading them."

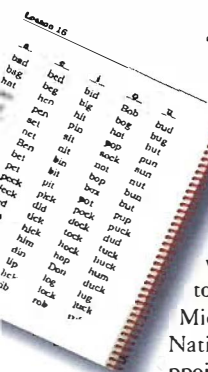
- "chrmmom" • Texas

"Forget the fancy stuff. This is all you need to teach your child (or anyone) to read. We do two lessons a day (or more on the easier lessons), about 20 minutes per day, and my daughter was reading simple sentences by the third week. Talk about motivation! Unlike some programs, this moves quickly enough to keep the child's interest. Don't waste your money on games and such – just Alpha-Phonics and a chalkboard will make your child a reader."

- G. Boller • Texas

"I have taught three children to read with Alpha-Phonics, and am thrilled to be able to buy a plastic-bound version for my fourth child, which hopefully will also last through #5 and #6. Two of my children learned to read using this program between the ages of four and five, and one between the ages of five and six. Forget those other pricey, gimmicky phonics programs. This thirty-dollar book is all you need, and it will take no more than 15 minutes per day to teach any child to read. Alpha-Phonics is proof that the best isn't necessarily the most expensive."

- Jill Barrett • Independence, VA



"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. But I bought Alpha-Phonics, and your book was the only book used to teach Michael to read. I would like you to know that Michael 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 your book was used so much, it disintegrated. So I bought another copy for my daughter. She is currently in the fourth grade, and is a straight "A" student. 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."

- Ronald K. Vogel • California



Join the *Blumenfeld's* Alpha-Phonics Family!

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## *Blumenfeld's* Alpha-Phonics

(Also known as frugal phonics)

**\$29.95**

Plus \$4.00 shipping and handling

Mass. residents add 5% sales tax: \$1.50

### Audio CD

Provides oral instructions for each lesson.

**\$15.00**

### Set of 10 Little Readers

**\$15.00**

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*Blumenfeld's* Alpha-Phonics

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