

Accelerated Direct Success

[a parody advertisement]

September 2001

Accelerated Direct Success



Accelerated Direct Success

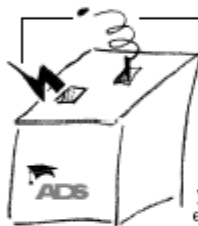
Because Test Scores Matter More Than Learning

At **ADS**, we believe your school should be doing whatever is necessary to improve results on standardized tests. Fortunately (if you can afford us), we're here to help—with techniques based on scientific research.*

Worried about subjecting students to endless worksheets? Don't be. Our worksheets have been computerized, with bells and whistles added to disguise their reliance on mind-numbing rote instruction. In no time, you'll hear children chanting phonemes in unison and memorizing math facts on command . . . so you can be sure they're on their way to becoming enthusiastic lifelong learners.



On the basis of higher scores on a single low-level, multiple-choice, norm-referenced test, **ADS** has already been selected as a "research-validated program" by the U.S. Department of Education, New American Schools, and the American Federation of Teachers!

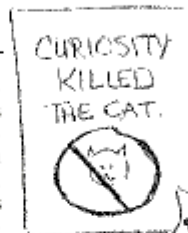


With **ADS**, you get minute-by-minute teaching guides, thousands of practice tests, and other materials for turning your school into a 21st-century test-preparation factory. Unlike its competitors, **ADS** also sends you specially designed pellet dispensers that fit on each student's desk and shoot candy directly into the child's mouth when he or she emits a correct answer. Best of all, the same apparatus delivers a mild electric shock to any student who asks a question unrelated to your state's standards. (But don't worry! They learn quickly to stop asking!)

The **ADS** Platinum Edition also comes with a powerful new super-adhesive so you can have students glued to their seats during lectures. Literally.



* Driller et al., "Reinforcement Parameters in *Rattus norvegicus*," *Journal of Behaviorist Dogma* 71 (1990): 516-89.



At **ADS**, we like to say that higher achievement (that is, higher test scores) starts with a better attitude (that is, an attitude consistent with the educational doctrine approved by your state's top policy makers and corporate executives). And what better way to

"set the mood" than with a series of colorful posters for your classroom walls, featuring such slogans as:

- Curiosity Killed the Cat
- Ours Is Not to Reason Why—Ours Is Just to Multiply
- Fonnix Worked for Me
- Sir! More worksheets, please, sir!

ADS raised our schools' scores on the Isolated Skills Test by nearly 3%—and all we had to do was eliminate science and the arts.

—Principal

By following the ADS Idiotproof Curriculum™, I no longer have to waste time worrying about how to create assignments or assessments. In fact, I no longer have to worry about students at all. Thank you, ADS!

—4th grade teacher

Simply select our convenient direct-billing option, and we'll make the arrangements so that **ADS, Inc.** automatically receives all the funds in your budget that you probably would have just spent on "staff development" or "books."

Then tell your teachers and students to leave the thinking to us!

For more information, visit our website:

www.drilltodeath.com