

# TOE BY TOE teaches your pupils to read

Reading problems affect up to 20% of each school intake

## This need not happen

I—am—in—the—slow  
read—ers—group—my—broth  
er—is—in—the—foot  
ball—team—my—sis—ter  
is—a—ser—ver—my  
lit—tle—broth—er—was  
a—wise—man—in—the  
in—fants—christ—mas—play  
I—am—in—the—slow  
read—ers—group—that—is  
all—I—am—in—I  
hate—it.

*'Slow Reader' by Allan Ahlberg*  
From *PLEASE MRS BUTLER* (Kestrel 1983)  
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**Keda Cowling** has produced 2 more literacy manuals. *Stride Ahead*, an aid to comprehension, and *Stareway To Spelling*, which teaches reading and spelling of the common words that make up 75% of all that we write.

Keda's workbooks are suitable for all literacy problems. They provide simple, practical solutions to these problems.

After **TOE BY TOE**, all your students aged 8 or over will be able to read: -

I used to be like Christopher. My reports always said things like: could do better, needs to pay attention, lacks concentration, results are disappointing, finds time for conversation but not comprehension, seems to prefer detention to homework, I think I should mention that your son finds time for relaxation at the expense of his education. But now I can read words like chiro-podist, philatelist, emphasis, and psychologist because I have learned to build words by using the smallest steps of all: Toe by Toe.

## Your pupils should have a reading age well above their chronological age.

Reading age tests use averages that include those with reading difficulties. Therefore, anyone with a reading age the same or just higher than their chronological age may have reading problems. These problems will be overcome with **TOE BY TOE**.

Over 100,000 children & adults have been taught to read with **TOE BY TOE**. Used in over half of UK schools, and in over 20 countries, this workbook has transformed many lives. Reading age improvements of over 5 years are common with **TOE BY TOE**. Equally important is the increase in self-esteem reflected in the hundreds of messages that we receive each year.

Students with spelling difficulties can use *Stareway To Spelling* at the same time. *Stride Ahead*, for increased fluency & comprehension, should normally be started after **TOE BY TOE**.



## UK Prices

Price incl. Post & Packing  
within United Kingdom

Single Copy	£27
Standard Pack of 6	£127
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Please note that after purchasing 6 books (individually or in a pack) you will be automatically registered for a reduced price of **£22 per single copy** (incl. p&p)

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## KEDA COWLING'S LITERACY TOUR

Keda will be touring the UK throughout 2003. For latest dates please see:  
website [www.kedapublications.co.uk/wheretour.htm](http://www.kedapublications.co.uk/wheretour.htm) or  
Telephone 01274 588278 (Frank Cowling)

## A final word from a happy young lad...

“ Before **Toe By Toe**, I was living in a deep dark hole. Everyone else understood things and I didn't. When I was given the book, I felt a rope ladder had been thrown down to me. It didn't have any rungs... I had to build them myself and that has taken time. Now I feel I'm near the top and I can see daylight. I feel sorry „  
for anyone stuck at the bottom.

*Edward Charlton (aged 10), Nantwich, Cheshire*

For more information on Keda Cowling and her literacy work, please visit  
[www.kedapublications.co.uk](http://www.kedapublications.co.uk)



# Stride Ahead teaches pupils to read fluently

## This need not happen

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ball—team—my—sis—ter  
is—a—ser—ver—my  
lit—tle—broth—er—was  
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- **TOE BY TOE**, a revolutionary reading system used in over half of UK schools.
- **Stareway To Spelling**, to teach reading and spelling of the common words that make up 75% of all we read and write.

Keda's workbooks are suitable for all literacy problems. They provide simple, practical solutions to these problems.

After **Stride Ahead**, students will be able to read the most difficult text that they are likely to encounter fluently and accurately.

Philip had been damaged psychologically as a child and other children bullied him mercilessly due to his lack of physical prowess. Despite being dyslexic, he was good at physics, chemistry and mathematics though few people imagined he could ever become a gifted scholar. In many respects, however, he was highly knowledgeable and, later in life, writing under a pseudonym, he published a highly successful book exploring the psychology of the psychopath.

**Stride Ahead** is particularly suitable for teenagers and adults who can decode most words but need improved fluency and comprehension. Anyone using **TOE BY TOE** should normally finish it before starting **Stride Ahead**.

Students with spelling difficulties can use **Stareway To Spelling** at the same time as **TOE BY TOE**.

**Many children who struggle to decode words, have difficulty raising their reading age above 9— we call this 'the reading plateau'.**

Students are having to try so hard to decode words that they read slowly and struggle to understand the meaning. This is the problem that **Stride Ahead** addresses.

Thousands of children & adults have been taught to read fluently with **Stride Ahead**. Once a child can read fluently and enjoy reading, all subjects become easier and comprehension improves as they actively seek reading opportunities.

“ ...they all loved doing it and were very keen. They like being timed and the challenge of beating their target ... it really speeds up the slow, laid back, hesitant reader ”

**Alison Middleton (SENCO)**

Forest View Junior School, Nottingham, NG22 9RJ

## United Kingdom Prices

Prices include FREE stopwatch	Price incl. Post & Packing within the UK
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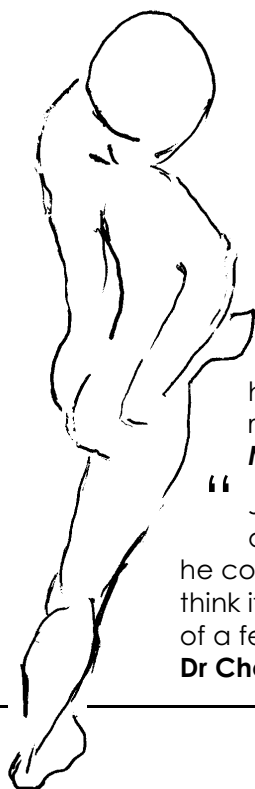
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SHIPLEY

BD17 5LG

Fax: 01274 588696

For more information on Keda and her literacy work see: [www.strideahead.co.uk](http://www.strideahead.co.uk)



“ I just wanted to say how superb I think **Stride Ahead** is. It clearly works and the kids thoroughly enjoy the challenge. ”

**Robert Dawson, Writer and Private Tutor, Derbyshire DE55 5JH**

“ Structure learning that they both understand and what fun! The stopwatch is a definite winner with both my children... ”

**Janis Perry, Parent, TR2 4RW**

“ I had given up on her being able to read ... and retain any useful facts ... Just six weeks ago I started her on **Stride Ahead** ... the real shock is that she has started to read for pleasure much more adult literature and is already remembering all about it. ”

**Mr P Carmody, Wales CF31 3NR**

“ Just wanted to pass on to you how successful **Stride Ahead** is proving. Letter from one parent who used it over the summer - 'I think it's been fantastic for him. When he completed the section at the end I was amazed at the words he could cope with. I think it's a great addition to **Toe By Toe**, and it was probably better with a break of a few months between the two books' There you go then! Well done again! ”

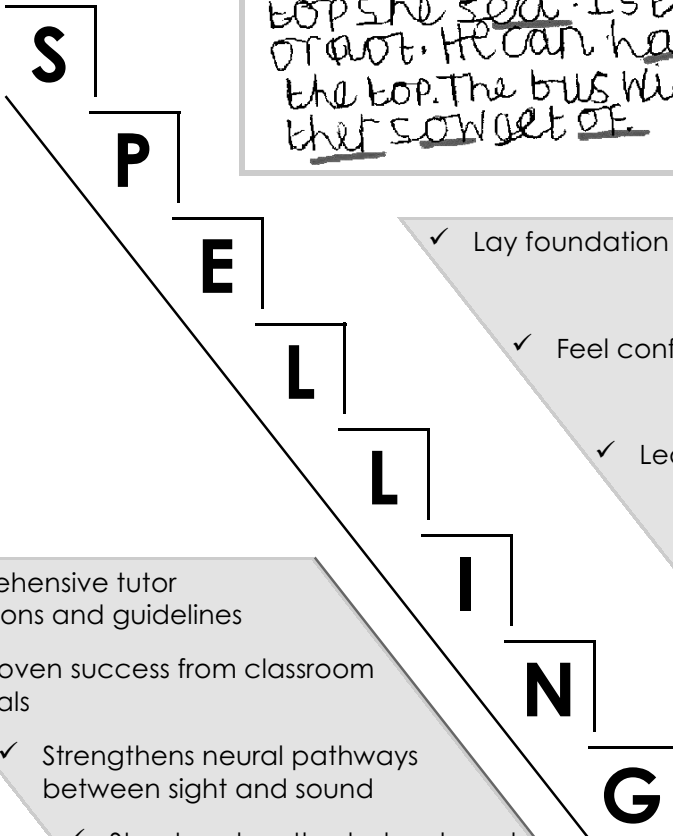
**Dr Charles Weedon, George Watson College, Edinburgh, Scotland EH10 5EG**

Suitable for:

- ✓ Teachers
- ✓ Classroom Assistants
- ✓ Parents or guardians
- ✓ Buddy schemes

**Before Stareway To Spelling**

Wish won't have you got with you on the bus. This won was not for all to use. How do they do it said the man. I said she can use the wood in the tin. What is there is one in each of your tins. When were they in the den. But their den had a big top she said. Is that the one by the bus or not. He can have one from the man at the top. The bus will come when you are there so get off.



- ✓ Lay foundation for achieving Key Stage 2 Level 4
- ✓ Feel confident to tackle writing on any subject
- ✓ Learn to spell 300 most used words
- ✓ Achieve functional literacy
- ✓ Gain self-esteem

- ✓ Comprehensive tutor instructions and guidelines
- ✓ Proven success from classroom trials
- ✓ Strengthens neural pathways between sight and sound
- ✓ Structured methods developed from years of research

**After Stareway To Spelling**

Which one have you got with you on the bus. This one was not for all to use. How do they do it said the man. I said she can use the wood in the tin. What is there is one in each of your tins. When were they in the den. But their den had a big top she said. Is that the one by the bus or not. He can have one from the man at the top. The bus will come when you are there so get off.



# Stareway To Spelling helps teach reading and spelling

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Standard Pack of 6	£79
Bulk pack of 20	£210

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Use **Stareway To Spelling** to teach anyone **aged 7** or above who cannot spell common words, or confuses words like *were* and *where*. It can be used at the same time as either of **Keda Cowling's** other manuals:-

- **TOE BY TOE**, a revolutionary reading system used in over half of UK schools.
- **Stride Ahead**, to teach reading fluency as an aid to comprehension.

“ What a clever little book! ”

Mrs Marshall, Hall Cross School, Doncaster

“ Cannot praise this product enough! Has grown in confidence with her reading. I'm enjoying the benefits from seeing her spelling tests at school improving, and we have only been doing this 7 weeks!! ”

Mrs Field, Parent, Hampshire

For more information on Keda and her literacy work see:

[www.kedapublications.co.uk](http://www.kedapublications.co.uk)

Also, for specific spelling information see:

[www.starewaytospelling.co.uk](http://www.starewaytospelling.co.uk)

