

SCIENCE NEWS-LETTER

The Weekly Summary of Current Science
A SCIENCE SERVICE PUBLICATION

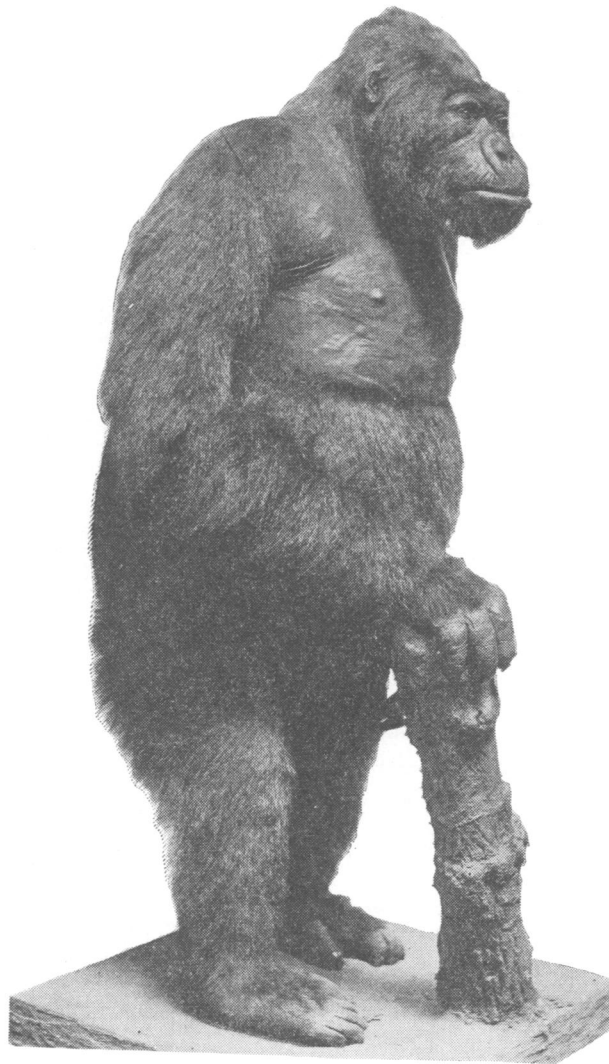


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Jan. 12, 1929



AS RARE AS HE IS UGLY

The Kivu Gorilla, Never Seen Alive in Any Zoo

(See page 11)

Vol. XV

No. 405

Are you blindly groping for words to fit your thoughts?



"What word conveys the exact shade of meaning I desire?"

"Is there a better word than the one I am using?"

"What is that word I have forgotten?"

"Is there a word in the language which expresses my thought clearly?"

"How can I avoid this constant repetition?"

STRANGE, isn't it, with all the marvelous wealth of our English language that you should find yourself groping blindly for the answers to such word questions as those above.

Strange, with a language so full of expressive words, that it should be so difficult to find the ones that express your thoughts clearly.

With more than 150 words describing various shades of beauty, or over 400 words denoting various degrees of goodness, for instance, why should it be so hard to find the best one for your purpose?

Yet it is not strange either, when you consider that dictionaries are arranged on the assumption that you know all of the more than 200,000 words in the language and seek merely their definitions—that all attempts to make the language available stopped with merely listing the words by ideas, and then not always in alphabetical order.

No wonder the average working vocabulary is less than 2500 words—that you find it so difficult to express your thoughts and your most powerful ideas become mere vague impressions in the minds of your listeners or readers.

But now comes a new book which revolutionizes word helps—a book which finds the words for you, and at the same time defines them. Now you can have at your very fingertips the definite, living words that fit your thoughts and leave no doubt as to your meaning.

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Foreign words and idioms are also arranged so that you can find the words to fit your ideas immediately.

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—American Mercury.

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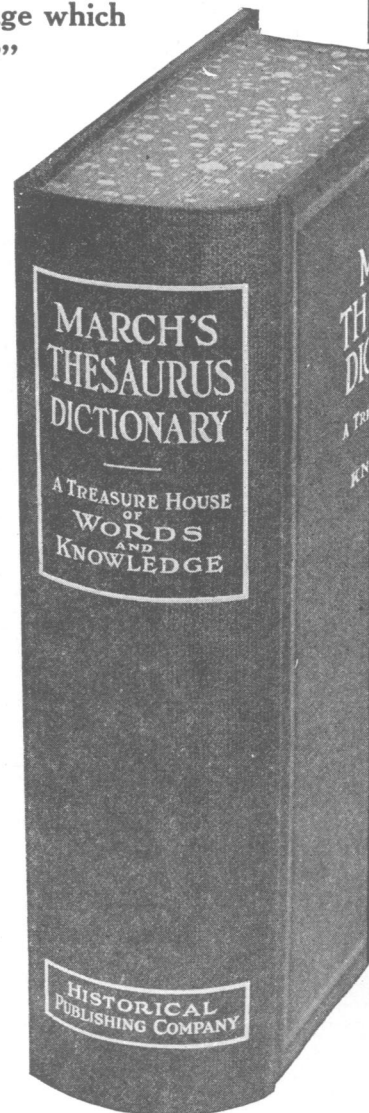
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