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How Fast Can You Read?

A noted publisher in Chicago reports there is a simple technique of rapid reading which should enable you to increase your reading speed and yet retain much more. Most people do not realize how much they could increase their pleasure, success and income by reading faster and more accurately.

According to this publisher, most people, regardless of their present reading skill, can use this simple technique to improve their reading ability to a remarkable degree. Whether reading stories, books, technical matter, it becomes possible to read sentences at a glance and entire pages in seconds with this method.

To acquaint the readers of this publication with the easy-to-follow rules for developing rapid reading skill, the company has printed full details of its interesting self-training method in a new booklet, "How to Read Faster and Retain More" mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Reading, 835 Diversey Parkway, Dept. 540-019, Chicago, Ill. 60614. A postcard will do. (ADV)

Scientist-reader . . .

As one who is concerned with technical details in science news reporting, I have a great appreciation for your magazine, and find it of real usefulness in keeping up with what is going on. I also feel that it is important for Science News to serve a wide audience of interested laymen. The controversy over the proper level of sophistication for your publication has revealed to me that nonscientists may be driven away by articles that go too far in the technical direction, a possibility that I consider very undesirable. So few laymen make any attempt to understand what science is about that I feel we should encourage the braver souls to the fullest.

I would hate to see the reporting sink entirely to the level of, say, a television commercial. For my own purposes I want to know not only that something has been done, but at least a little about how it was done, and what the more significant results were.

> William T. Powers Northbrook, Ill.

...and wife

I have been reading Science News with a great deal of enjoyment since my husband and I were given a gift subscription (since renewed a number of times) a few years ago. (My husband is a scientist; his views are stated above.) I am a housewife, a nondescript term which includes a very diverse group of people. I am also a B.A.; in a year or so I hope to describe myself by saying I am a teacher. I have been delighted with your publication since we first started to receive it, and my enjoyment has increased with the increasing detail, the introduction of specialty pages and the generally higher level of reporting.

My real reasons for liking Science News split down the middle. We have been able to eliminate many general news magazines from the surfeit of publications which arrive at this house because of this magazine. Articles in your magazine give me a helping hand toward reading and understanding more specialized magazines, like Science. I like the level of your publication as it now stands. I do, however, side with those who wish you would cite your sources; I would like, for example, further information about the Rouse Belts, and do not know where to go, except to bother Dr. Rouse himself.

> Mary A. Powers Northbrook, Ill.

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