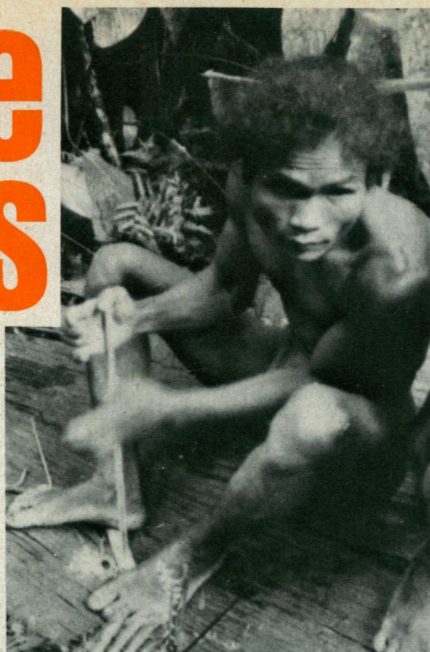


# science news

April 7, 1973  
vol. 103, no. 14, 217-232

The moon's interior  
Lost city of Anshan  
Boomerang balloons



**Studying science's short-lived events**



# It's nice to know America leads the world in medical research.

## Just don't get sick.



Pick up almost any recent issue of *SCIENTIFIC AMERICAN*, and chances are you'll discover some impressive new advances in the life sciences. The discovery of a powerful family of hormone-like agents called prostaglandins, the mapping of human chromosomes, Nobel prize-winning insights into the causes of cancer . . . or a score of other fascinating achievements.

Our medical and paramedical technologies are leaping forward. Each year, each month, each day there are fewer limits on our abilities to diagnose and cure disease, alleviate suffering and prolong life.

Unfortunately, a tragic gap separates what we can do from what we *are* doing. As other articles in *SCIENTIFIC AMERICAN* have shown, our health care system, responsible for delivering the blessings of medical technology to the people, is shamefully disorganized, outdated and expensive—resulting in needless pain, physical damage and death.

Three years ago the situation was critical. This year it is intolerable. Next year it will be worse.

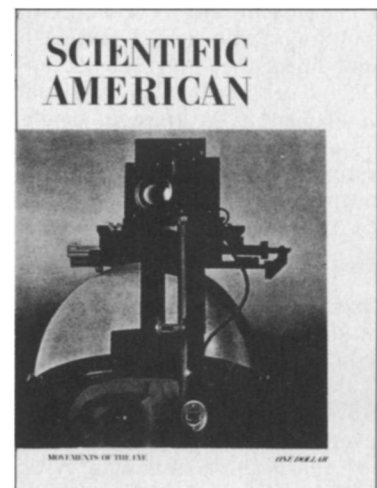
The need to do something about it is

now recognized in the White House, the Congress and the medical community itself.

In September, an entire issue of *SCIENTIFIC AMERICAN* will be devoted to the growing health care crisis. Many of the articles may surprise you, perhaps even shock you. Like all *SCIENTIFIC AMERICAN* articles, they will bring you facts you won't find anywhere else . . . explain in advance problems that may make headlines months or even years from now . . . and do it all with unparalleled accuracy and objectivity. As usual, all the articles will be written by leading authorities who are directly involved in the issues they are discussing.

Modern health care, of course, is just one of the vital current issues *SCIENTIFIC AMERICAN* covers on a continuing basis. Pick any major subject area from race relations to national defense, and you're likely to find a whole string of articles running back twenty years or more—each a clear, meticulously documented, often prophetic analysis of problems and solutions.

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## Are You A Slow Reader?

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, many 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:

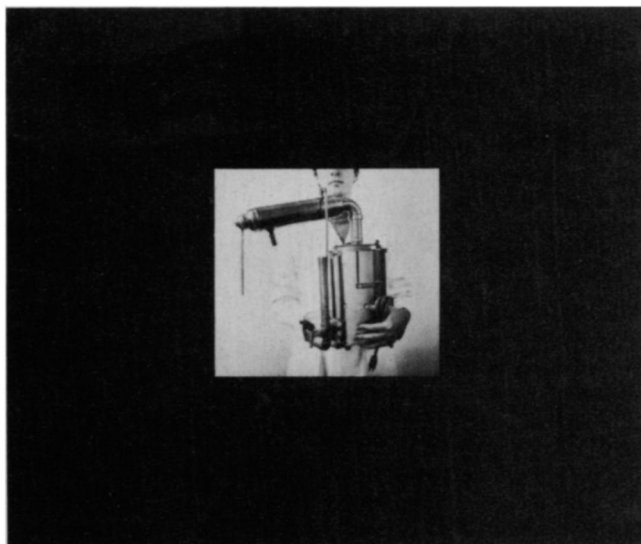
Reading, 555 E. Lange Street, Dept. 857-04, Mundelein, Ill. 60060. A post-card will do.

## Are You A Bore?

A noted publisher in Chicago reports a simple technique of everyday conversation which can pay you real dividends in social and business advancement and works like magic to give you poise, self-confidence and greater popularity.

According to this publisher, many people do not realize how much they could influence others simply by what they say and how they say it. Whether in business, at social functions, or even in casual conversations with new acquaintances there are ways to make a good impression every time you talk.

To acquaint the readers of this publication with the easy-to-follow rules for developing skill in everyday conversation, the publishers have printed full details of their interesting self-training method in a new booklet, "Adventures in Conversation," which will be mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Conversation, 555 E Lange St., Dept. 857 02 Mundelein, Ill. 60060. A post-card will do.



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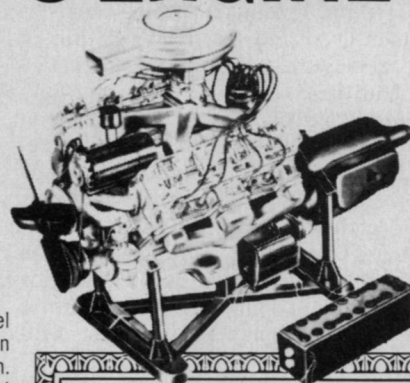


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