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science news

**WHAT'S
THE USE OF
RECOMBINANT
DNA?**

What Speed Reading promised you... Speed Learning delivers.

That's why Speed Learning is the only self-study reading program offered for college credits. That's why major corporations and government agencies use Speed Learning to improve the reading/learning skills of important employees. That's why over 4,000 schools, colleges and universities offer Speed Learning to their students.

Now there's a way out from under that mound of "must" reading. Through Speed Learning, you can read almost as fast as you think and retain more of what you read. You'll have a better grasp on developments in your field and become a more well-rounded person. No longer will you have to re-read paragraphs to get their meaning. No longer will you have trouble concentrating when you read. You'll find yourself contributing more in business meetings. You'll have more time for yourself and your family. Best of all, you can accomplish this at your own pace in the privacy of your own home.

You can't meet today's complex reading needs with 4th Grade skills

As hard as it is to believe, the way you read today probably hasn't changed much since the 4th grade. You probably still go along at one rate of speed regardless of your purpose of reading... pronouncing each word to yourself as you read. It's not your fault. Most schools stop teaching reading after the 4th grade. But there's so much more to reading, and it's so easy to learn.

New, exciting breakthrough helps you read at an adult level

To cope with a typical adult reading load, today's executive, professional or student needs more efficient reading skills—skills that not only help him read faster but also help him understand more, remember more and use more of what he reads.

Unfortunately, while most speed reading programs temporarily increase your rate of speed, they fail miserably with the comprehension (or learning) aspects of reading. That's because most Speed Reading programs concentrate on teaching you rapid eye movement which research has proven to be only 5% of reading. In doing so, they ignore the most important part of reading (95%), thinking. Only Speed Learning puts the emphasis in the proper place... teaching you to

organize your thinking so you can read all kinds of material as fast as is humanly possible for you.

Flexible Program fits your busy schedule

The beauty of Speed Learning is that it's designed so you can master it in your spare time even if you only have a few minutes a day. There are no bulky timing devices or other costly gadgets usually found in speed reading programs, so you can study anywhere... at home, in the



office, even on the train to work. Your program materials include a "teacher on cassettes" who guides, instructs and encourages you, explaining the exercise materials. You learn by reading interesting everyday materials taken from *Time Magazine*, *Business Week*, *Family Circle*, the *New York Times* and others... stimulating materials that make picking up your new skills easy and fun. There's no pressure and no competition with other students, so you can improve yourself without fear of embarrassment—no matter how slow a reader you are now.

And Speed Learning is as effective as it is practical. *The average student improves his reading rate 108%... a*

Dr. Russell G. Stauffer, originator and research director of this program, has been Editor of the *International Reading Association Journal* and is Professor of Education at the Univ. of Delaware.



permanent increase based on sound fundamental skills which once learned are never forgotten. No wonder corporations like Eastman-Kodak, IBM and Bell Telephone and government agencies like IRS, the GSA and branches of the military offer Speed Learning to their key employees. To date, over 75,000 people have been helped by this program. Many have said, "This is the most important educational course I have ever taken. It really works."

More effective... less expensive

If you're an executive or professional person with too much to read and not enough time... if you're a student who's tired of that seemingly endless study grind... whatever you do, whoever you are, you can experience the valuable benefits and tremendous sense of satisfaction that comes from being a *versatile, efficient, mature reader*. Best of all you can accomplish this for as much as 1/4 the cost of many "speed" reading courses. You develop reading and thinking to maximum efficiency, you do it at your own pace and you save money in the process. And if that's not enough, there's also a...

10-Day FREE Examination

You must be delighted with your Speed Learning Program or you pay nothing. Examine the course, listen to the tapes and if at the end of 10 days, you decide it's not for you, you may return the program for a full refund with no questions asked. Enjoy the self-confidence that comes with being an efficient reader. Clip and mail the coupon below right away.

In most cases, the entire cost of your Speed Learning Program is Tax Deductible

TAKE COURSE FOR FULL COLLEGE CREDIT

Having recognized the need to take Americans beyond their elementary reading skills, more and more colleges and universities are teaching Speed Learning for full credit. And now you can earn college credit for home study. If you wish, for a slight additional fee, you can earn *three college credits* from the National College of Business, Accredited Member, Association of Independent Colleges and Schools. Complete details and College Credit Registration Form are included with each program for those who want to take advantage of this option.

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M42 (NGC 1976) The Orion Nebula. Kitt Peak 4 meter photo

These "sister" observatories, Kitt Peak in Arizona and Cerro Tololo in Chile, operate twin 4-meter (158-inch) telescopes, and provide facilities and instrumentation capable of exploring the entire celestial sphere.

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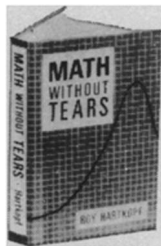
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