

science news

JUNE 17, 1978
VOL. 113, NO. 24, 385-400



JAPANESE NUCLEAR ENERGY: THE SOFT SELL

Don't waste another minute!

Your time is your life . . . Let the Time Management Center's unique home study programs show you how to make the time of your life richer and more satisfying than you ever believed possible!

Think of all the things you've always wished you could do, "if I only had the time." Sure, there are only 24 hours in the day—but can you honestly say you're making the most of those hours? Wouldn't it be wonderful to find yourself doing things you never realized you had time to do?

That's what learning to manage your time can mean for you. No matter how organized you may think you are, if you don't know where every minute goes, you're just not getting enough out of life. Especially when it's so easy to learn the simple skills of time management and banish those chronic "timewasters" forever!

A method that really works—because you tailor it to your needs

All you need is the Time Management Center's convenient cassette-and-booklet programs, and you're on your way to new pleasure and satisfaction. There's never been an easier way to learn at home. The tapes take you through the program at a pace you select, and you can go back and review as often as you want.

But the main reason these programs can change your life—as they have already for countless other people—is that they're designed to give you exactly what you need, no more and no less. Other books and programs try to prescribe the same advice for everybody—but TMC programs start with you, helping analyze your unique life and habits, pointing the way to the techniques you need the most. Every checklist, every exercise is *personalized* just for you.

So—what are your top timewasters? Phone calls? Procrastination? Messy desk? Waiting in line? Chronic crises? Daydreaming? Too many meetings? Poor concentration? No matter what is eating up your life right now, these powerful step-by-step programs take you straight to the root of the problem and you start coping immediately.

A super-organizer for the worker in you

Ever wonder why some work days end with practically no work done—and you exhausted? Of course, you know the reason: It's those infuriating little interruptions that come at all the worst times, distracting you and using up your time and energy. How would you like to get those headaches under control, once and for all?

You can—with the help of the TMC program called MAKE TIME WORK FOR YOU. This valuable multi-media package comes to you in a handsome and durable vinyl storage album. It contains a booklet—with analytical quizzes, checklists, and blank time record forms—and three cassettes:

- **Finding Time To Manage** presents a specific, practical method with which you can organize your time . . . set realistic goals . . . improve results . . . and create more time for yourself
- **Eliminating Timewasters** shows you how to deal with phone calls and visitors . . . make meetings more productive . . . delegate tasks . . . make prompt decisions . . . say "no" once in a while

- **How To Organize Your Desk and Handle Your Paperwork** explains the Law of Clutter and how you can overcome it . . . helps you choose the right desk, filing system, and seating plan . . . gives you five rules to reduce paperwork and get it moving

It's amazing how many different kinds of management problems are suddenly solved when you start using work time efficiently. Try this practical, proven program and see!

How to make the rest of your life the best of your life

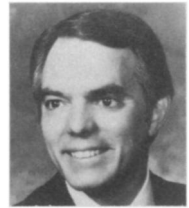
But you don't spend all your time working. (If you do, you *really* need what we've got to offer!) What about that special, personal time that belongs to you alone? Don't you wish there were more of it? Wouldn't you like it to be more fulfilling, more meaningful, better for your health?

Now there's something really effective that you can do to make those wishes come true. You can listen to the TMC cassette-and-booklet program called IDEAS FOR BETTER LIVING, and start benefiting right away from the wisdom and good sense contained in its three tapes talks:

- **Creative Use of Time** helps you understand what time means to you . . . identify your own priorities and values . . . balance your life . . . make sure your life never feels "out of control"
- **How To Conquer Procrastination** shows you what to do when you're "not in the mood" . . . how to reduce vague, general worries . . . how to help yourself along with a reward, a break, or a pep-talk . . . how to deal with unpleasant or overwhelming situations
- **Relaxation Made Easy** explains the life-saving potential of such simple yet tested techniques as autonomic relaxation . . . meditation . . . yoga . . . balanced nutrition . . . assertiveness training . . . keeping a "Fear Book" . . . systematic tension reduction

Unlike books used alone, these tapes actually talk you through every step in the process of making your life more satisfying. It's like having your own teacher and adviser right in the room with you. *Better* than that.

About TIME MANAGEMENT CENTER



Time Management Center is a research and information organization whose seminars, speakers, and consulting programs have helped thousands of people achieve better results and more satisfaction at work and at home. Its recent clients include Bell Telephone Laboratories, Celanese Corporation, Esmark, American Management Associations, U.S. Chamber of Commerce, Bowling Green State University, and Georgia State University. Its founder and director, Dr. Merrill E. Douglass, was formerly a manager in the food and banking industries and is now Professor of Management at Grand Valley State Colleges in Michigan. His straightforward approach to solving time problems has won the enthusiastic approval of audiences all over America.

in a way—because *this* teacher is on 24-hour call, available to impart precious advice and encouragement as often as you want, whenever you want.

Use these valuable programs for 10 days—with No Obligation

Because these programs are specially tailored to fit your needs, only you can be the final judge of their value. That's why we'd like you to examine them at your leisure, in your own home or office.

Just fill out and send us the coupon below with your payment or billing instructions. We'll rush your order to you. Examine it for 10 days—listen to the tapes, try the written exercises. After that time, if you're not totally convinced that these programs can improve your life, just return all materials to us and we'll promptly refund your money, no questions asked.

But don't waste another minute—send us your order today!



To: Jeffrey Norton Publishers, Inc., Audio Dept., 145 E. 49th St., New York, N.Y. 10017

Please send me the cassette album(s) I have checked below. I am adding \$.75 postage and handling for each item ordered. SN 1

- MAKE TIME WORK FOR YOU (\$34.50) IDEAS FOR BETTER LIVING (\$34.50)
 I want to save \$5 and am ordering both programs at special reduced price of \$64 plus \$1.50 postage and handling.

If I am not completely satisfied with my order, I may return the undamaged materials any time within 10 days of receipt for a full refund.

- Payment enclosed Please charge my credit card: Master Charge (Bank No. _____)
 Visa American Express

Card No. _____ Exp. Date _____

Signature _____

Name _____

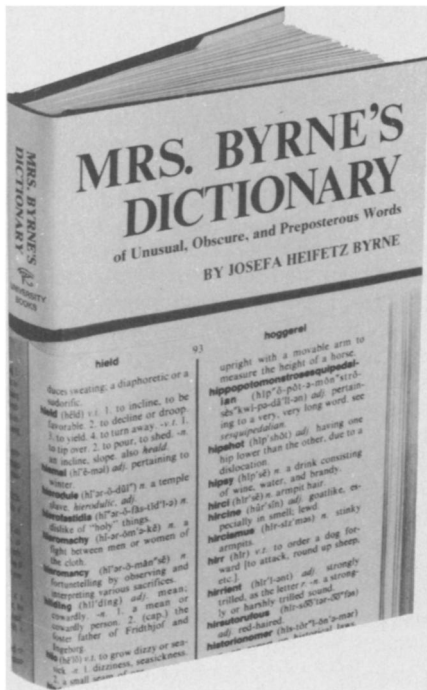
Address _____

City _____ State _____ Zip _____

If you don't already own a cassette player, you may order this Deluxe Cassette Recorder for only \$49.95. (Includes handling and delivery.)
 Check here to order

For years I suffered terribly from
LETHOLOGICA
until a nice doctor friend prescribed

**Mrs. Byrne's Dictionary
of Unusual, Obscure, and Preposterous Words**



Yes, for years I couldn't remember the right words. People I considered complete idiots were finishing my sentences for me. I was leaving blanks in my love letters and suicide notes. I found how bleak the future was when I tried a little cephalonamancy (fortunetelling by boiling an ass head), and tyromancy (fortunetelling by watching cheese coagulate).

I went from doctor to doctor looking for help, finally becoming a confirmed iatrapistiatic (one having little faith in doctors), especially when one suggested I needed a hepaticocholangiocholecystenterostomy (look it up).

Then I found *Mrs. Byrne's Dictionary*. Now I can be unusual, obscure and preposterous by turns. Now I don't need an unabridged to go along with my collegiate. For entertainment now, I browse instead of groak (watching people silently while they eat, hoping they'll ask you to join them). I don't care anymore that we have a kakistocracy (government or rule by the worst).

Mrs. Byrne's Dictionary by Josefa Heifetz is better than omphalokepsis!

GARDYLOO!

Herb Caen in the *San Francisco Chronicle*: "Wildly funny!"

Leslie Hanscom in *Newsday*: "You can dip in anywhere and come up with pay dirt . . . hundreds of words to stand your hair on end. Only a clinchpoop could scan these pages without a feeling of awe at the undiscovered boundaries of the English tongue!"

Nels Nelson in the *Philadelphia Daily News*: "A treasure! We should all kiss the publisher's feet!"

Camilla Snyder in the *Los Angeles Herald-Examiner*: "Hilariously useful . . . delicious!"

Donald B. Thackrey of *United Press International*: "A dictionary you can browse through and read like a book . . . a dictionary that will give great pleasure to many. Every page contains at least one nugget."

Sydney J. Harris in the *Chicago Daily News*: "There is no comparable work; I unreservedly recommend it."

At your favorite bookshop or order directly from the publisher, using the handy coupon below.

University Books, Inc., 120 Enterprise Ave., Secaucus, N.J. 07094

Please send me by return mail a copy of MRS. BYRNES DICTIONARY for which I enclose \$12.50 plus \$1 for postage and shipping.

My name: _____

Address: _____

City: _____ State: _____ Zip: _____

(University Books is a Lyle Stuart company)

SN 6/17/78