

SCIENCE NEWS

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If your child is a poor reader

—see how *phonics* can help him

Try it at our risk—
for two weeks!

See how your child can learn to read better and spell better in just a few weeks with records that teach him by *phonics*, at home! Mail Free Trial Coupon below.

Would you like to see your child gain as much as a full year's grade in reading in as little as six weeks' time? These are results parents have seen again and again with this simple home-tutoring course in reading.

Mrs. J. J. Webb, Napa, Cal. writes: "After sending my 10 year old son to Special Reading School at \$12.50 per hour, spending \$700 on this tutoring, I saw your ad and sent for *The Sound Way to Easy Reading*. In only 8 weeks he learned more from your course than from his Special Reading School. I am thrilled to see how well he reads."

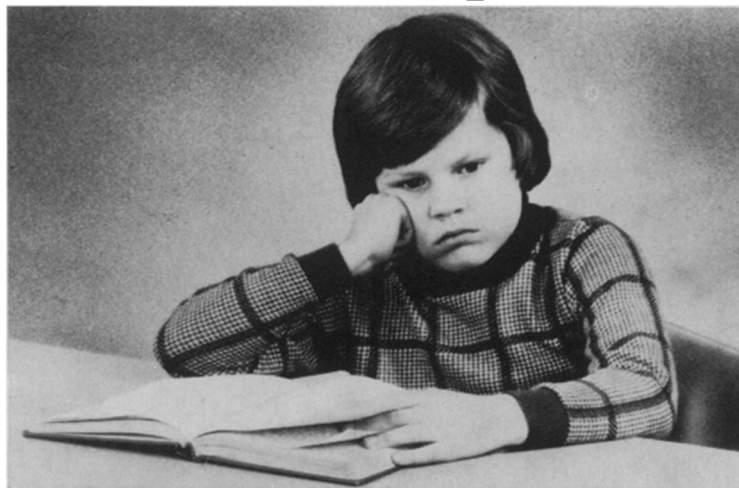
Mrs. J. J. Webb is only one of over 500,000 parents who have turned to *The Sound Way of Easy Reading* for help in the frustrating problem of a child who can't read. And more than 47,000 schools use it.

Teaches with records

Don't think it's all your child's fault if he hasn't learned to read. Many of our brightest children are not able to grasp the "look-and-say" method taught in most schools today. Yet, many educators insist that at least 40% of our children *must* have formal training in *phonics*—that they will never master reading without it!

That is why so many poor readers show remarkable progress with *The Sound Way to Easy Reading*. It teaches reading by the phonics method (the method by which most parents learned to read years ago). Its phonograph records and charts show your child exactly what to do, so he can teach himself without any help from you.

The records *drill him in the sounds of the 26 letters in the alphabet* and their blends. Once he learns the 123 basic phonics sounds in this course he can read up to 85% of the words



in the English language. It works for children of all ages—in the earliest grades, and even in high school.

Tested and proved

In a pilot study by university psychologists, children gained up to a full year's grade in oral reading skill after only 30 lessons with *The Sound Way to Easy Reading*.

A semester-long study involving 214 pupils in 4 Chicago schools proved that the classes given *The Sound Way to Easy Reading* showed marked improvement in reading and spelling over the control groups.

Help your child now

By starting your child on *The Sound Way to Easy Reading* now, you can change his entire attitude toward school—turn his sense of failure into the joy of success. Try it free for two weeks. You send no money—just mail this coupon now!

**Bremner-Davis, Dept. P - 207 - HL
1512 Jarvis, Chicago, Ill. 60626**



These unbreakable records and self-quizzing cards can help your child gain a full year's grade in reading in just a few weeks.

USED BY 500,000 PARENTS

who send many letters like these:

Advanced two years—"Your course has made my son *want* to read. No more frustration with words he doesn't know, he just concentrates and sounds them out. In 7 months, Steve's reading level advanced two years."
Mrs. R. Collins, Ft. Lauderdale, Fla.

Better report cards—"If I had known about your course before, Gregory would not have had to repeat 3rd grade. In only 7 weeks, he reads and spells much better, and is bringing home better report cards."
Mrs. R. Quinn, Cheektowaga, N.Y.

IN 47,000 SCHOOLS

teachers are highly enthusiastic

Second grade—"Your course is the best teaching aid a teacher could have. I have been using it for the past 2 years for my basic second grade reading course. My class looks forward to the record quizzes. Their improvement in reading and spelling has been outstanding."
Mrs. Diane Williamson, Chickasaw, Ala.

Remarkable improvement—"I have seen my remedial groups advance 1½ to 2½ levels in reading in 6 months and show 85% to 90% improvement in spelling. A low achievement 6th grade group showed remarkable improvement. I have convinced many teachers in our school to use your course."
Mrs. Angus Bates, Los Angeles, Calif.

FREE TRIAL Send No Money!



**Bremner-Davis, Dept. P - 207 - HL
1512 Jarvis, Chicago, Ill. 60626**

Please send the *Sound Way to Easy Reading*, on approval. After 2 weeks, if I see encouraging results, I will send \$6.75 as first payment and \$5.75 each month for the next 7 months, only \$43.00 plus postage and handling of \$3.00. Or, save \$6.00 by sending \$40.00 total cash price. If not satisfied after first 2 weeks, I will return the course and owe you nothing.

Name _____

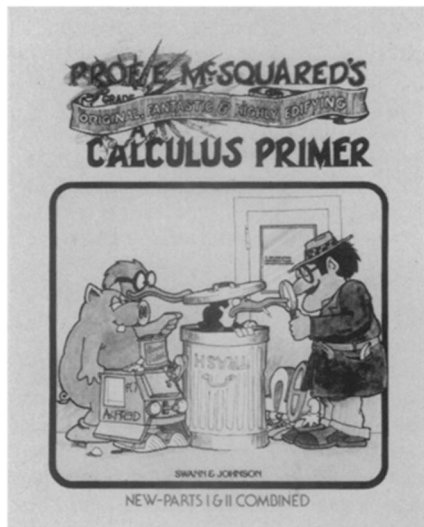
Address _____

City State/Zip _____

TEACHERS: Check for prices and facts on Classroom Edition.

BOOKS OF FUNDAMENTAL IMPORTANCE

Published by William Kaufmann, Inc.

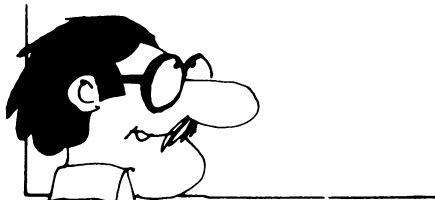


Professor E. McSquared's Calculus Primer

HOWARD SWANN and JOHN JOHNSON. 214 p., illus., 1977.

Through brilliant use of cartoons and ingenious analogy, the Professor and his friends introduce calculus with unbelievable energy, humor and clarity. Ideal for self-study. "Incredible... throughout the authors have lavishly spread their humor, poking fun at the 'gobbledygook' and mystique of mathematics whilst putting across the ideas of analysis... Highly recommended."—*London Times Educational Supplement*. "Perhaps the most original primer on calculus yet devised."—*New York Public Library*.

\$7.95 paperback **A**



Design Yourself!

KURT HANKS, LARRY BELLISTON and DAVE EDWARDS. 143 p., illus., 1977.

This strikingly graphic book is loaded with thinking and visualizing exercises to help the reader analyze, plan and communicate. The authors expand the definition of good design to "finding the best solution to a problem"—any problem—and they demonstrate how to pleasurably apply natural mental and physical abilities to the creation of an effective, rewarding life. "Excellent and imaginative... it is recommended for any reader's library."—*Creativity in Action*.

\$6.50 paperback **B**

The Kanji ABC

ANDREW DYKSTRA 185 p., illus., 1977.

Explains and illustrates the origins and uses of 338 kanji, the 3,000-year-old ideographs of China and Japan. Designed for self-study. "Intriguing and entertaining... Suddenly those foreign slashes of ink are revealed as imaginative, logical and artistic representations of the concrete and abstract. Thanks to Dykstra's explanations, they make sense."—*Pat Tompkins, Peninsula Magazine*.

\$6.95 paperback **C**

Stalking the Wild Taboo

Second Edition

GARRETT HARDIN. 290 p., April 1978.

In this collection of his classic essays (available now for the first time in paperback), scientist-philosopher Hardin challenges some cultural taboos and provides fresh insights into contemporary issues such as abortion, nuclear power, earthquake prediction, aid to undeveloped countries, the values of wilderness and many other topics. The first edition was termed a "splendid collection" by Martin Gardner of *Scientific American*, and *Library Journal* wrote: "Laced with common sense and the author's fine humor... this book can hardly fail to stimulate." This second edition includes much new material from Hardin's public lectures and from his articles in *Psychology Today*, *Skeptic*, *Science* and other well-known periodicals.

\$ 4.95 paperback **D** \$11.95 hardcover **E**

Draw!

A Visual Approach to Learning, Thinking and Communicating

KURT HANKS and LARRY BELLISTON. 10" x 9". 242 p., illus., 1977.

Over 900 drawings, cartoons, sketches and photographs, and brief, easy-to-grasp discussions of the essential tools, methods and techniques of modern drawing and design. "A veritable symposium on the visual media... Hanks and Belliston are really showing us how to turn on an unused channel of thinking: how can you refuse such an offer?"—*Human Behavior Magazine*. "A very clever book designed to destroy myths about artistic ability... the point is that anyone can and should draw."—*Booklist*, 11/15/77.

\$19.75 hardcover **F**

\$9.75 paperback **G**

The Universal Traveler

A Soft-Systems Guide to Creativity, Problem Solving and the Process of Reaching Goals

DON KOBERG and JIM BAGNALL. 128p., illus., 1976.

Over 100,000 copies in print. "This is probably the book most likely to open the door to problem-solving kinds of thinking. Its digestible-pieces format, full of big graphics, lists, wide-ranging content, could be applied to persons needing to do work in groups, to do group think, reach goals, get work done or solve problems; as well, it can be used... to size up the journey of life..."—*The Rainbook: Resources for Appropriate Technology*.

\$5.95 paperback **H**

Chemical Cycles and the Global Environment

Assessing Human Influences

ROBERT M. GARRELS, FRED T. MACKENZIE, CYNTHIA HUNT. Northwestern University. 222 p., illus., 1975.

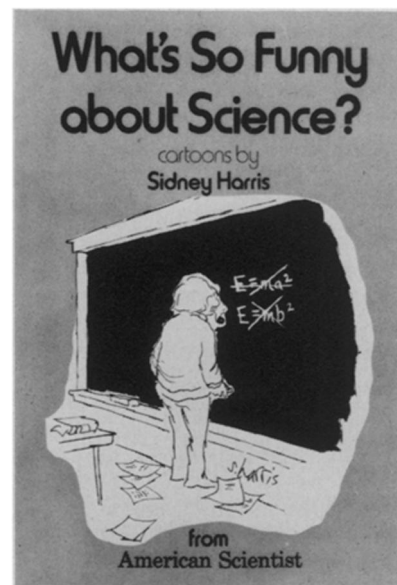
"A hard-headed look at pollution as a geochemical problem... used by the authors as an introductory text, but it can be profitably read by anyone interested in the chemistry of the natural environment. There are few books which can claim to be original and innovative as well as inexpensive. This one wins on all counts."

—*American Scientist*.

Contents: Residence Time, The Atmosphere, The Oceans, The Water and Exogenic Cycles, The Carbon Cycle, The Sulfur Cycle, The Nitrogen Cycle, The Phosphorus Cycle, Trace Elements, Synthetic Organics, Quantitative Modeling of Natural Chemical Cycles.

Instructors: Examination copies of this book available from the publisher on request.

\$5.45 paperback **J**



What's So Funny about Science?

Cartoons from American Scientist

SIDNEY HARRIS. 120 p., 1977.

A collection of over 100 cartoons on a remarkable range of scientific and technical subjects, bringing out what is human and humorous in sophisticated scientific inquiry. S. Harris's inimitable cartoons have appeared in *Time*, *The New Yorker*, *Playboy* and many other publications. "For years we were aware that Albert Einstein and Werner Von Braun weren't tickling our funnybones. Now we know what's so funny about science. It's Sidney Harris."—*Bob and Ray*. "Laugh at S. Harris's cartoons and you demonstrate two things: 1) you've got a sense of humor, and 2) you're intelligent."—*Isaac Asimov*.

\$3.95 paperback **J**

\$7.95 hardcover **K**

Science Service

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Please send me the books circled below. Enclosed is full payment plus \$1.00 shipping and handling. (Calif. residents please add sales tax.) I understand that if I am not completely satisfied, I may return the order within 40 days after receipt for a full refund. **A B C D E F G H I J K**

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