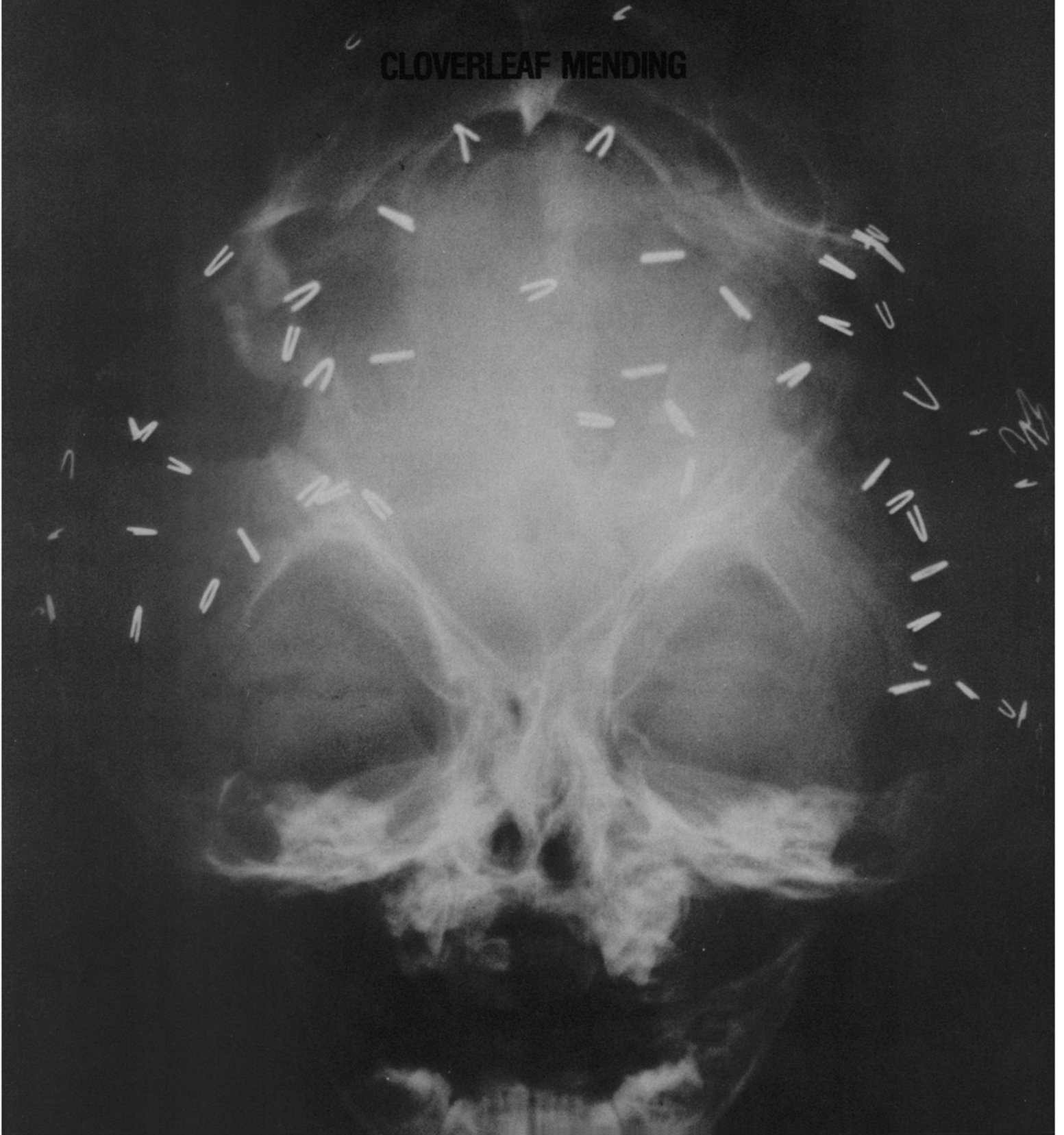


SCIENCE NEWS

MAY 16, 1981
VOL. 119, NO. 20

CLOVERLEAF MENDING



WHAT'S BETTER THAN SPEED READING?

SPEED LEARNING

(SPEED PLUS COMPREHENSION)

Speed Learning is replacing speed reading. It's easy to learn...lasts a lifetime...applies to everything you read...and is the only accredited course with the option of college or continuing education credits.

Do you have too much to read and too little time to read it? Do you mentally pronounce each word as you read? Do you frequently have to go back and re-read words or whole paragraphs you just finished reading? Do you have trouble concentrating? Do you quickly forget most of what you read?

If you answer "yes" to any of these questions — then here at last is the practical help you've been waiting for. Whether you read for business or pleasure, school or college, you will build exceptional skills from this major breakthrough in effective reading, created by Dr. Russell Stauffer at the University of Delaware.

Not just "speed reading" — but speed reading-thinking-understanding-remembering-and-learning

The new *Speed Learning Program* shows you step-by-proven-step how to increase your reading skill and speed, so you understand more, remember more and use more of everything you read. The typical remark made by the 75,000 slow readers who completed the *Speed Learning Program* was: "Why didn't someone teach me this a long time ago?" They were no longer held back by the lack of skills and poor reading habits. They could read almost as fast as they could think.

What makes Speed Learning so successful?

The new *Speed Learning Program* does not offer you a rehash of the usual eye-exercises, timing devices, costly gadgets you've probably heard about in connection with speed reading courses or even tried and found ineffective.

In just a few spare minutes a day of easy reading and exciting listening, you discover an entirely new way to read and think — a radical departure from any-

thing you have ever seen or heard about. Research shows that reading is 95% *thinking* and only 5% eye movement. Yet most of today's speed reading programs spend their time teaching you rapid eye movement (5% of the problem) and ignore the most important part (95%) *thinking*. In brief, *Speed Learning* gives you what speed reading *can't*.

Imagine the new freedom you'll have when you learn how to dash through all types of reading material at *least* twice as fast as you do now, and with greater comprehension. Think of being able to get on top of the avalanche of newspapers, magazines and correspondence you have to read . . . finishing a stimulating book and retaining facts and details more clearly and with greater accuracy than ever before.

Listen-and-learn at your own pace

This is a practical, easy-to-learn program that will work for you — no matter how slow a reader you think you are now. The *Speed Learning Program* is scientifically planned to get you started quickly . . . to help you in spare minutes a day. It brings you a "teacher-on-cassettes" who guides you, instructs, encourages you, explaining material as you

read. Interesting items taken from *Time Magazine*, *Business Week*, *Wall Street Journal*, *Family Circle*, *N.Y. Times* and many others, make the program stimulating, easy and fun . . . and so much more effective.

Executives, students, professional people, men and women in all walks of life from 15 to 70 have benefited from this program. *Speed Learning* is a fully accredited course . . . costing only 1/5 the price of less effective speed reading classroom courses. Now you can examine the same, easy, practical and proven methods at home . . . in spare time . . . without risking a penny.

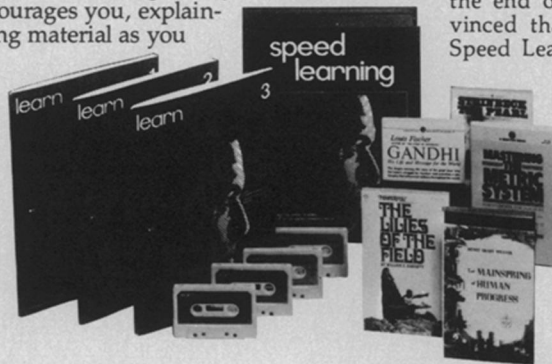
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You will be thrilled at how quickly this program will begin to develop new thinking and reading skills. After listening to just one cassette and reading the preface you will quickly see how you can achieve increases in both the speed at which you read and in the amount you understand and remember.

You must be delighted with what you see or you pay nothing. Examine this remarkable program for 15 days. If, at the end of that time you are not convinced that you would like to master *Speed Learning*, simply return the program and owe nothing. See the coupon for low price and convenient credit terms.

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SCIENCE NEWS
**WHERE TOMORROW'S NEWS IS
TODAY'S STORY.**

THE AGE OF BIRDS—Alan Feduccia. Traces for the general reader the evolution of birds from their emergence in the Age of Reptiles to their endless variety today. Some new ideas about bird evolution are presented. Beautifully illustrated. Harvard U Pr, 1980, 196 p., illus., \$20. [1]

THE BEACHES ARE MOVING — Wallace Kaufman and Orrin Pilkey. Discusses factors affecting the erosion of U.S. beaches and barrier islands, and what happens when static structures are placed on changing beaches. Gives historical perspective as well as suggestions for the future. (See SN: 1/17/81, p. 43.) Anchor Pr/Doubleday, 1979, 326 p., illus., \$10.95. [2]

BUILD-IT-YOURSELF NATURAL ENERGY SOURCES: Solar, Wind and Water Power Made Easy—Richard E. Pierson. To help you build your own solar energy power system in the most economical way. Included are designs, parts, lists and detailed instructions. Originally published in hardback as *Technician's and Experimenter's Guide to Using Sun, Wind and Water Power*. Parker (P-H), 1979, 268 p., illus., paper, \$3.95. [3]

CONSUMING PASSIONS: The Anthropology of Eating — Peter Farb and George Armelagos. Eating, say the authors, is inseparable from the behavior and the biology of the human species and from the adaptation that humans have made to the conditions of their existence on this planet. Cultural traits, social institutions, national histories and individual attitudes cannot be entirely understood without an understanding also of how these have meshed with our varied and peculiar modes of eating. HM, 1980, 279 p., \$12.95. [4]

COSMOS — Carl Sagan. "Science has found out not only that the universe has a reeling and ecstatic grandeur, not only that it is accessible to human understanding but also that we are, in a very real and profound sense, a part of the Cosmos, born from it, our fate deeply connected with it." This book explores that cosmic perspective. The "Cosmos" television series and this book, which evolved together, are an experiment in communicating some of the ideas, methods and joys of science. Random, 1980, 365 p., color/b&w illus., \$19.95. [5]

A COUNTRY HERBAL — Lesley Gordon. A mix of folklore, history and fact tells the story of each herb — its physical description, medicinal purposes, household and cosmetic uses and cultivation. Beautiful illustrations enhance the descriptions of over 130 different herbs and spices, both common and rare, poisonous and useful. Mayflower Bks, 1980, 208 p., color/b&w illus., \$19.95. [6]

EARTHLIKE PLANETS: Surfaces of Mercury, Venus, Earth, Moon, Mars—Bruce Murray, Michael C. Malin and Ronald Greeley. With the explosion of planetary information new insights are developing that link earth with the origin and evolution of the other four planetary bodies of the inner solar system. Outlines for college undergraduates and other nonspecialists this new knowledge of the earth and its kindred planetary bodies, especially their surface features, processes and histories. WH Freeman, 1981, 387 p., color/b&w illus., \$24.95, paper, \$14.95. [7]

EARTH'S HISTORY, STRUCTURE AND MATERIALS: Readings from American Scientist—Brian J. Skinner, Ed. In these articles, scientists discuss their active, ongoing research in language understandable to the educated nonscientist. Topics are the earth as a planet, geologic time and how it is determined, plate tectonics and drifting continents and igneous activity. W Kaufmann, 1980, 179 p., color/b&w illus., paper, \$8.95. [8]

ENCYCLOPEDIA DICTIONARY OF MATHEMATICS — Mathematical Society of Japan, Shōkichi Iyanaga and Yukiyosi Kawada, Eds., translation reviewed by Kenneth O. May. An outstanding comprehensive encyclopedia of pure and applied mathematics for the advanced student and researcher. Contains many cross references and citations to the literature. Originally published in hardback in 1977. MIT Pr, 1980, 1750 p., illus., paper, \$40. [9]



From *A COUNTRY HERBAL* © 1980 Webb & Bower (Publishers) Ltd. Published in the U.S. by Mayflower Books, Inc. and reprinted with their permission.

GALAPAGOS: Islands Lost in Time—Tui De Roy Moore, Introduction by Peter Matthiessen. Exquisite photography makes the world of the Galapagos Islands come alive for the reader. The photographer/author grew up and still lives in this fascinating archipelago, where for more than 10 years she has concentrated on capturing on film the most unusual and revealing aspects of the islands and their wildlife. The text tells of the formation of the Galapagos, the evolution of wildlife, the coming of humans to the islands, growing up there and the author's love for the life she found around her. Viking Pr, 1980, 71 p. plus 299 color photographs, \$25. [10]

IN THE BEGINNING—Isaac Asimov. Considerers verses of the Bible line by line and word by word; discusses the content and meaning and compares them with the scientific view that pertains to the biblical passage. Concentrates on the first 11 chapters of Genesis. Crown, 1981, 234 p., \$10.95. [11]

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INSECTS AND ALLERGY: And What To Do About Them—Claude A. Frazier and F.K. Brown. Provides information about the significant venomous and disease-bearing insects in America, the health hazards posed by their stings, their bites or their mere presence in the environment and what to do about the hazards. U of Okla Pr, 1980, 272 p., color/b&w illus., \$14.95, paper, \$8.95. [12]

THE JOHNS HOPKINS ATLAS OF HUMAN FUNCTIONAL ANATOMY — Leon Schlossberg, Illustrator and Legends/George D. Zuidema, Text Ed. Striking illustrations in color are combined with text by the Johns Hopkins medical school faculty in this book designed to present basic anatomy, emphasizing function as well as structure, to students of medicine, allied health professionals and undergraduates. Also appropriate for the general reader interested in anatomy. Johns Hopkins, 2nd ed., 1980, 115 p., color/b&w illus., \$17.50, paper, \$10.95. [13]

A LIFE OUTDOORS: A Curmudgeon Looks at the Natural World—Wayne Hanley. Publications editor of the Massachusetts Audubon Society, who is described in the foreword as an "articulate naturalist," takes the reader in charming essays through a year in the out-of-doors. Greene, 1981, 115 p., drawings by Michael A. Digiorgio, paper, \$5.95. [14]

MEMORY: Surprising New Insights into How We Remember and Why We Forget—Elizabeth Loftus. In a readable style the psychologist-author analyzes the many dimensions of memory and discusses the ramifications of these findings, such as memory and older people, the validity of eyewitness accounts, how computers are being used as memory substitutes. Presents specific hints on "fighting forgetting." A-W, 1980, 207 p., illus., \$10.95, paper \$5.95. [15]

THE PANDA'S THUMB: More Reflections in Natural History—Stephen Jay Gould. Essays that illustrate why we can be confident that evolution occurred and that discuss the major themes in the evolutionary study of natural history—Darwinian theory and the meaning of adaptation, the tempo and mode of change and the scaling of size and time. Other essays tell of certain organisms and the peculiarities of their history. Much of this material has appeared in the author's column in *Natural History*. Norton, 1980, 343 p., illus., \$12.95. [16]

RAINBOWS, HALOS, AND GLORIES — Robert Greenler. Illustrates in color and black and white the beautiful optical effects that can be seen in the sky. Describes and explains these effects in non-technical language that can be appreciated by the scientist and the layman. Cambridge U Pr, 1980, 195 p., color/b&w illus., \$24.95. [17]

SILICON CHIPS AND YOU: The Magical Mineral in Your Telephone, Calculator, Toys, Automobile, Hospital, Air Conditioning, Factory, Furnace, Sewing Machine, and Countless Other Future Inventions — C.D. Renmore. Introduces the layman to these incredible little flakes of silicon. Tells how they were developed, how they are made and applications now and in the future. Beaufort Bks (Scribner), 1980, 144 p., \$8.95. [18]

VOLCANO: The Eruption of Mount St. Helens—Staffs of The Daily News, Longview, WA and The Journal American, Bellevue, WA. Spectacular photographs of the eruption and devastation along with pre-eruption photographs, devastation diagrams, an eruption chronology to May 18 and human interest stories. Madrona Pr, 1980, 96 p., color/b&w illus., \$6.95. [19]

WHAT ARE MY CHANCES? — Ben Eiseman. An increasing number of patients are becoming interested in sharing with their physicians the decision-making process that is so vital to the patient's future. This book by a surgeon discusses the consequences and treatments of various medical problems in terms of the odds of recovery, complications and survival. Saunders Pr (HR&W), 1980, 402 p., illus., \$14.95. [20]