

# SCIENCE NEWS

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**A Slug's Education**

**Dioxin Report  
from Times Beach**

# 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.

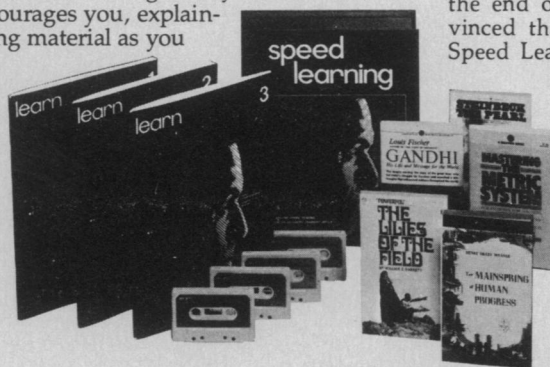
### Examine Speed Learning FREE for 15 days

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.

**Note: Many companies and government agencies have tuition assistance plans for employees providing full or partial payment for college credit programs.**

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



**learn**  
INCORPORATED

113 Gaither Drive, Mt. Laurel, NJ 08054

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**YES! Please rush me the materials checked below:**

- Please send the Speed Learning program @ \$99.95 plus \$4 postage and handling.
- Please send the Speed Learning Medical Edition @ \$109.95 plus \$4 postage and handling.
- Please send the Junior Speed Learning program (ages 11 to 16) @ \$89.95 plus \$4 postage and handling.

**Check method of payment below:**

- Check or money order enclosed (payable to learn incorporated)
- Charge my credit card under the regular payment terms
  - Visa  Master Card  Interbank No. \_\_\_\_\_  American Express
  - Card No. \_\_\_\_\_ Exp. Date \_\_\_\_\_

NJ residents add 5% sales tax.

**I understand that if after 15 days I am not delighted in every way, that I may return the materials in their original condition for a full refund. No questions asked.**

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Signature \_\_\_\_\_

**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



— Outside USA add \$10 per item—Airmail extra

### COLLEGE CREDITS



You may obtain 2 full semester hour credits for course completion, wherever you reside. Credits offered through Whittier College (California). Details included in your program.

### CONTINUING EDUCATION UNITS



National Management Association, the world's largest association of professional managers, awards 3.0 CEU's for course completion. CEU's can be applied toward the certificate in Management Studies.

### PROFESSIONAL SOCIETIES

*Speed Learning* is offered internationally to members of professional associations such as: American Chemical Society, Foundation for Accounting Education, Institute of Electrical and Electronics Engineers and dozens more. Consult your Education Director for information.

### BUSINESS, INDUSTRY, GOVERNMENT

Many companies and government agencies offer *Speed Learning* as a wholly-paid or tuition reimbursement program. Consult your Training or Personnel Director for details.

MASTER THE "NEW ELECTRONICS" WITH MCGRAW-HILL'S

# Contemporary



Now you can meet the challenges of today's incredibly rapid changes in electronics quickly and easily. This professional level electronics learning series is as innovative as the circuitry it explains and as fascinating as the experiments you build and explore!

From digital logic to the latest 16-bit microprocessor, you master one subject at a time with McGraw-Hill Concept Modules sent to you one at a time, once a month, to make up the complete CONTEMPORARY ELECTRONICS SERIES. Each module of the fifteen in the Series is a unique blend of "hands-on" experience, interactive audio cassettes, and vividly illustrated printed support materials. Together they will prepare you for tomorrow's better jobs or advancement in your present position by staying current with today's electronics revolution. Professional in every respect, yet it's a

lively learning experience that has all the fun and fascination of a hobby.

### Understand Digital Logic ... Microprocessors ... Optoelectronics

Here's an extraordinary opportunity to update your understanding of today's most important technological changes in electronics. You can start from scratch or use the Series to update yourself. You cover the latest integrated circuits, including TTL, CMOS, and ECL digital circuits; op-amps; phase-locked loops; microprocessors; and opto devices such as LEDs and LCDs.

### Perform Electronic Experiments

With your first module you'll use the latest digital integrated circuits to build an oscillator circuit that demonstrates digital signals—verified visually by the flash of light emitting diodes (LEDs) and audibly by tones produced through the mini-speaker that is provided.

You'll know the differences (and similarities) between electronics and electricity, learn the concepts applicable to all electronic circuits. With the first module, you will be able to identify the major passive components, like resistors, capacitors, inductors, diodes and

# Electronics Series

transformers, and active components such as transistors and integrated circuits.

Each Concept Module goes right to the heart of the matter. You waste no time on extraneous material or outdated history. It's a fast, efficient, and lively learning experience, a nontraditional approach to the most modern of subject matter.

## Construct and Use a Prototyping/Design Laboratory

What's more, when you reach the midpoint of your

### YOU COVER EVERY SUBJECT IN CONTEMPORARY ELECTRONICS

- Digital logic
- Digital gates (TTL, CMOS, ECL, NMOS)
- Flip flops, counters and registers. Op-amps and applications
- Power supplies (plus IC and switching regulators)
- Combinational logic circuits (ROMs, PLAs, decoders, etc.)
- Circuit analysis. AC theory. LCR networks
- Transistors (bipolar and FETs), diodes, thyristors
- Integrated circuits (linear and digital)
- Oscillators and function generators
- Modulation and demodulation
- Optoelectronics
- Digital multimeters and scopes
- Microprocessors

With each new module you'll receive a McGraw-Hill Action-Audio Cassette, a proven successful method of programmed, interactive instruction. Each tape creates a dynamic dialogue that not only quickly communicates the facts, but makes you feel that you're participating, as you respond to questions and listen to problems being solved.

Your ability to rapidly make this knowledge your own is further aided by a strikingly original technique for using diagrams, illustrations, and schematics to drive home points made as you listen to the cassette. The same carefully indexed binder that contains this material also includes the instructions

to guide you through hands-on experiments. Finally, having completed the Series, you can be awarded a Certificate of Achievement from the McGraw-Hill Continuing Education Center upon passing an optional final examination.

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## Update Your Knowledge of the New Electronics

This program is for you whether you're a scientist who can use electronics to improve or speed up your investigations... a teacher who'd benefit from a refresher in contemporary components, circuits and applications... a manager or supervisor in an electronics related industry or business... an engineer in another field who finds electronics playing an ever more important role in your work... someone looking to find new direction in this wide open field... or the kind of person who wants to understand what's going on in the world around you.

McGraw-Hill's Contemporary Electronics Series offers you the quickest and probably least expensive learning method available today, and the only one with "hands-on" experience.

## No Risk, No Obligation

And we invite you to prove all this to your own satisfaction—with-out risk and without committing yourself in any way.

Return the reply card and we'll send you the first module and other materials for a free 14-day examination. If you're not absolutely satisfied, and certain that this is an enjoyable as well as highly effective way to learn, simply return the module to us along with the unpaid bill and that will be the end of it.

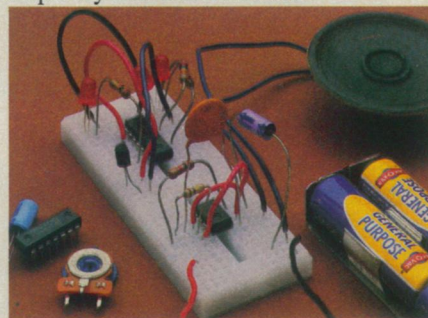
If you wish to continue, we'll ship the remaining modules automatically, about once a month, for only \$19.95 each plus \$2.25 for shipping and handling. Remember, each module comes on the same 14-day free examination basis, with no obligation to pay for any module you don't want to keep.

Return the reply card now. It'll bring you the first module Contemporary Electronic Components and Circuits... your first step in becoming an expert in the "new electronics." There's no risk or obligation.

If the card is missing write to:



Contemporary Electronics Series  
McGraw-Hill Continuing Education Center  
3939 Wisconsin Avenue, NW  
Washington, DC 20016



With your first module you'll receive this professional solderless breadboarding system. It enables you to connect components and build electronic circuits easily and quickly. It's used throughout the series and can be used later to design, build and test your own circuits.

