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Why Do You Read So Slowly?

A noted publisher in Chicago reports there is a simple technique of rapid reading which should enable you to increase your reading speed and yet retain much more. Most people do not realize how much they could increase their pleasure and ability in their personal and professional life by reading faster and more accurately.

According to this publisher, many people, regardless of their present reading skill, can use this simple technique to improve their reading skill to a remarkable degree. Whether reading literature, business material, technical matter, it becomes possible to read sentences at a glance and entire pages in seconds with this method.

To acquaint the readers of this publication with the easy-to-follow rules for developing rapid reading skill, the company has printed full details of its interesting self-training method in a new booklet, "How to Read Faster and Retain More" mailed free to anyone who requests it. No obligation. Send your name, address, and zip code to: Reading, 835 Diversey Parkway, Dept. 540-010, Chicago, Ill. 60614. A postcard will do. (Adv.)

films OF THE WEEK

Listing is for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor.

CONSERVATION: A JOB FOR YOUNG AMERICA. 16mm, color, sound, 19 min. Shows some of the things which are being done to destroy our countryside, wildlife, and play areas, and suggests various things that children can do to clean up the nation and improve our natural resources. Audience: intermediate. Purchase \$230 or rental \$12.50 from McGraw-Hill Films, Dept. DF, 330 West 42nd St., New York, N.Y. 10036.

CONTROLLING THE FUTURE. 16mm, b&w, sound, 29 min. Introduction to fluidics or the use of fluids to operate sensing and controlling devices. Models of the two types of fluidic devices, bistable and proportional, are shown and explained. Models to exemplify the application of fluidics to aerodynamic control of the life obtained from an aircraft wing are shown. Future applications of fluidics are considered. NET Film Service, Indiana University Audio-Visual Center, Bloomington, Ind. 47401.

METALWORKING TOOLS. Super 8mm loop, color, silent, series of 7 films of 4 min. each. Subjects: Hammers, Screwdrivers, Pliers, Files, Hacksaw, Tin Snips, Chisels and Punches, Wrenches (Adjustable, Open), Wrenches (Box End and Socket). Student can watch for the correct technique of using a tool and immediately practice it until he attains the desired degree of skill. Audience: high school Industrial Education classes, adult vocational education. Purchase \$20 per film loop or \$133 for series from Bailey Films, 6509 DeLongpre Ave., Hollywood, Calif. 90028.

THE MONARCH BUTTERFLY STORY (2nd edition). 16mm, color, sound, 11 min. Use of time-lapse and photomicrography permit detailed study of butterfly metamorphosis and migratory habits. Audience: intermediate. Purchase \$135 from Encyclopedia Britannica Educational Corporation, 425 North Michigan Ave., Chicago, Ill. 60611.

OPERATION BEHAVIOR MODIFICATION—M-1575-X. 16mm, b&w, sound, 40 min. To demonstrate the systematic application of behavior-modification techniques in the rehabilitation of institutionalized, trainable retarded girls. Traces the progress of a 20-year-old girl through the various training programs to eventual placement in the community as a nurse aid. Audience: high school, college, hospital staffs, parents, and professional organizations interested in mental retardation. Free loan from National Medical Audiovisual Center (Annex), Chamblee, Ga. 30005, Attn: Film Distribution.

TREES GROW THROUGH THE YEARS. 16mm, color or b&w sound, 11 min. Trees are among the oldest and largest of living things. Through time-lapse photography, we see the first growth of the tree from the seed, and watch the development through the years, seeing details including the changing appearance of bark and branches, and the process of healing or decay when branches are removed from a tree. Audience: intermediate, junior high. Purchase color \$120 or b&w \$60 from Coronet Films, 65 E. South Water St., Chicago, Ill. 60601.

LETTERS

to the editor

Postal automation

Sir:

It is extremely embarrassing to me to be quoted ("To automate tomorrow's mails"; SN: 9/7, p. 245) in a manner that implies hostility to the Congress. Congress has been a prime factor in encouraging the growth and development of my Bureau of Research and Engineering. Nor have I ever complained about a severely limited research and development budget. The fact is that we are growing at a rate close to 50 percent per year in dollars as well as manpower, and the Congress has enthusiastically supported our programs and every budget request for research and engineering since I came to the Post Office Department. Incidentally, your statistics on R&D budget ratios are grossly incorrect. (*An arithmetic error distorted the Post Office's ratio, which should be closer to 0.2 percent of earnings. ed.*)

It is most unfortunate that your article created an impression that our research and engineering activity is poorly supported or that I am publicly supporting a particular position on the Kappel Commission Report. I am a member of Postmaster General Watson's Committee studying the Kappel Report and it is our intention to make objective and balanced recommendations on behalf of the Post Office Department.

Leo S. Packer
Assistant Postmaster General
Bureau of Research and Engineering

Sir:

John Van Deventer's story (SN: 9/7, p. 245) starts out with "The U.S.P.O. takes longer to get the mail delivered than the postal service of just about any (See p. 384)

SCIENCE NEWS

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