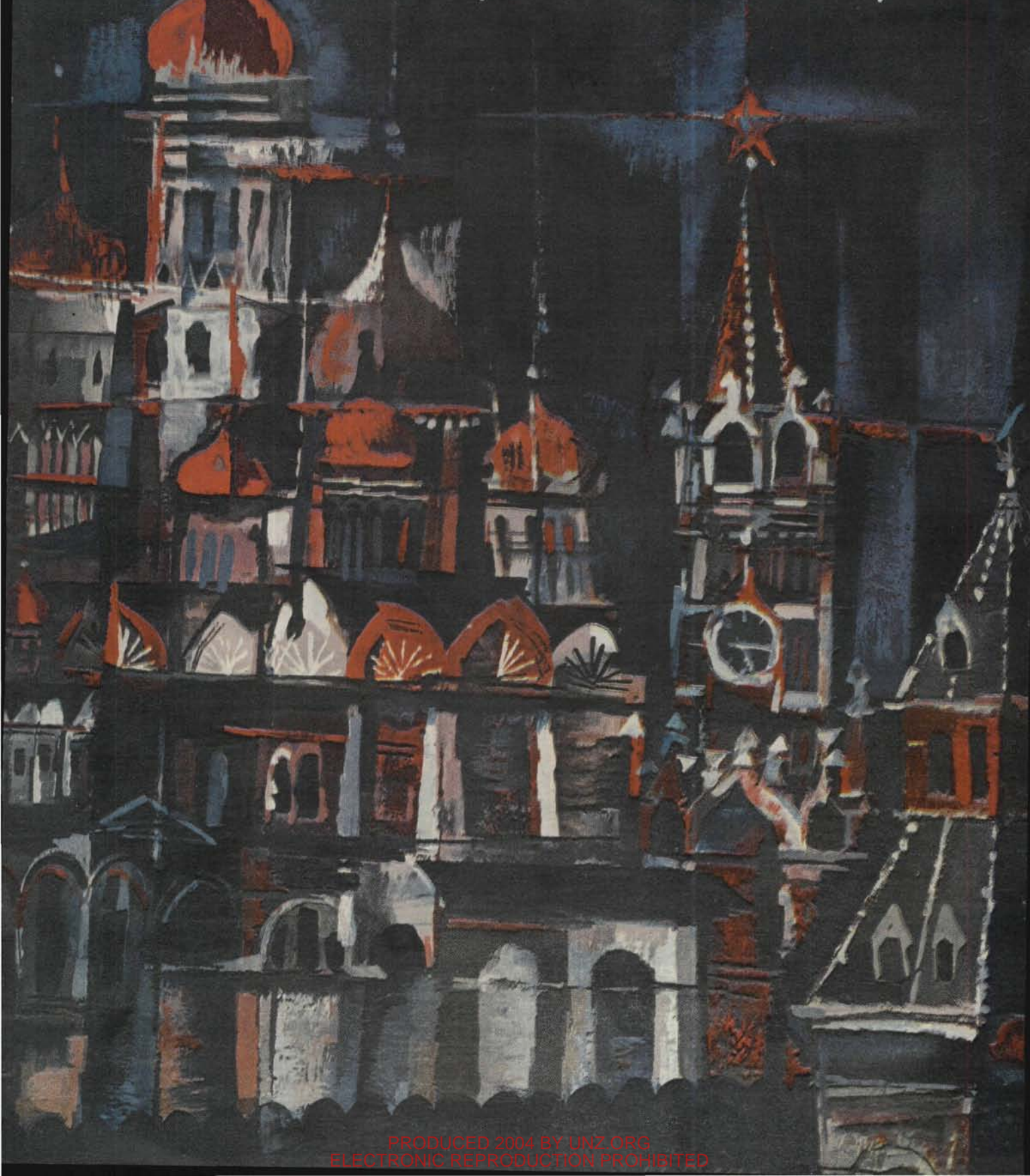


# THE REPORTER



# A study program in RAPID READING

*Sponsored by*

## COLUMBIA UNIVERSITY

UNDER THE ADMINISTRATION OF

## BOOK-OF-THE-MONTH CLUB

... tested, practical *at-home* instruction which can help  
you read much faster and with better retention

**H**OW OFTEN do you hear yourself saying,  
"I wish I had more time to read!"

This study program is the sensible answer for every cultivated person who wants to keep up with the important reading forever flooding upon him—vital news; outstanding books and magazine articles; business, professional and technical documents; and other "must" reading. Seven years in preparation, **this course enables you to read far more in the time you are now able to spare.**

For over a quarter of a century psychologists have been studying the reading process. Very early, one of the startling discoveries was that the average reading speed of American adults is below the average reading speed of children in the eighth grade; that is, **less than 200 words per minute.** Obviously, this is a hopelessly inadequate rate.

Two other highly important discoveries were made. **FIRST**, that contrary to a general belief, the slow reader is not a "sure" reader. People who read fast almost invariably *retain far more of what they read* than the plodding slow reader. **SECOND**, that slow reading is as common among those with high IQs as among the lesser brows.

In sum, all the research has shown that slow and non-retentive reading **has its basic explanation in bad reading habits.**

Good habits can be acquired as well as bad; and over the years reading researchers have gradually perfected good-habit-forming techniques

which, within a remarkably short time, can be relied upon to improve immensely the reading skill of any normal person.

In this Columbia University Study Program all the proven successful techniques have been so worked out that no supervising instructor is needed. Any individual working alone and making use of the simple devices and the practice material provided can be sure of success.

The truth is that some improvement should show **at the very beginning.** That is the reason for the liberal offer made here—to send you the first portfolio, with the devices pictured, for two weeks' trial. If you are not persuaded by your first experience of the importance to yourself of continuing, send everything back and the subscription will be canceled.

### A SIMPLE METHOD OF OPERATION

**T**HE full program consists of thirteen portfolios, the first of which is sent for two weeks' trial. You will receive a bill for \$4.75 (plus a small postage and handling charge), payable only if you decide to continue the course. If not, the portfolio, the Reading-Pacer and the Reading-Timer should be returned within two weeks.

If you decide to continue with the full series, the succeeding twelve portfolios will be sent at intervals of three weeks (with a bill for \$4.75, plus postage, in each case). Roughly, an average of fifteen minutes' practice a day will be called for throughout the course.