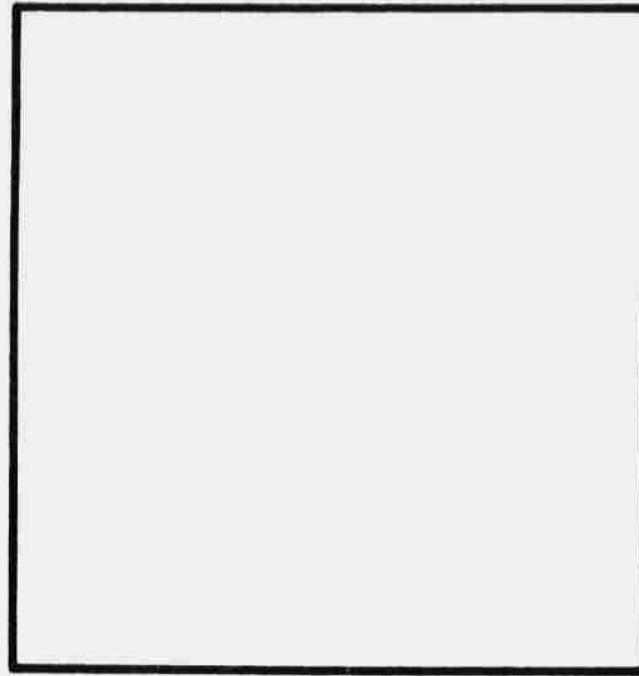


# Stare at the nose on this Mona Lisa. What do you see?



Four tiny dots are visible on her nose. To experience an interesting phenomenon, stare hard at the dots for 30 seconds. Then immediately look at the blank square beside the Mona Lisa, and blink both eyes quickly.

What you will see is called an "after-image". Come to our free Mini-Lesson and we'll show you how this simple capability that everyone possesses can be used to increase reading skills. Not merely reading speed, but the ability to remember what is read. For that, after all is said and done, is what counts.

### Do Most Students Read Slowly?

Most students have no idea what their reading ability is. If they are typical, they read about 300 words per minute (or one page of a novel). Why is it that students read at virtually the same speed, considering how very different they all are?

The cause can be traced back to the First Grade. When we were taught to read, we were asked to read out loud, word-by-word. Later, in the Second Grade, we were asked to stop saying each word out loud. But we never really did. Fact is, you're saying these words right now—not out loud, but to yourself, *one word at a time!*

This means you read only as fast as you talk—about 250 to 300 words per minute. (As if to prove the point, Guinness's Book of World Records lists John F. Kennedy as delivering the fastest speech ever at 327 words per minute).

### How Do You Learn To Read Faster? With The Same Comprehension?

At the Mini-Lesson you will find out how the Evelyn Wood course eliminates the habit of reading only one word at a time. How you can learn to read 3 or 4 words instead of only one. To see how natural this is, look at the dot in the middle of this phrase:

the grass · is green

Try as you may, you can't help but see the other words. With training, you learn to use this natural, but un-used potential. You learn to see groups of words simultaneously. This will double, triple, possibly quadruple your present ability.

This concept is diametrically opposed to the old-fashioned speed reading technique of picking out key phrases. In the Evelyn Wood course, skimming is a dirty word!

Is there a positive value in reading faster? Ask the honors student how fast he reads. Chances are he doesn't know either. Test him and you may find out he's one of those rare birds who has learned to read faster by accident . . . or, more likely, by his sheer drive to succeed. That's what Evelyn Wood discovered in 1945.

### Dynamic Reading Wasn't Invented. It Was Discovered.

Evelyn Wood was working on her Master's Degree

at the University of Utah in 1945. She handed in her thesis, and on the spot her professor, Dr. C. Lowell Lees, read the paper in a matter of minutes and then discussed it with her in astonishingly great detail. That incident inspired a 14 year Odyssey, during which Mrs. Wood first found 50 people who read at speeds ranging from 1500 words per minute to 6000 words per minute.

Then she found that they shared a number of common characteristics. They read groups of words, complete thoughts sometimes, and not a word at a time. They rarely stopped to re-read a word or a paragraph because they didn't understand it. They finished the material first, went back to re-read, if still necessary. They hardly ever lost their place—a common habit of slow readers. And finally, none of them got bored by their own slow reading. Instead, they spoke of their reading as *though it were like watching a movie!*

Painstakingly, Mrs. Wood taught herself these principles and increased her speed dramatically. She too began to experience the excitement of "reading a movie".

In 1959, the first course in Dynamic Reading was offered to the public. That year, classes were conducted for members of the U.S. Congress. The revolution in reading was on!

### Over 1,000,000 Graduates So Far.

Since 1959, three Presidents have invited Evelyn Wood instructors to teach their staffs how to read better. All in all, the list of famous graduates reads like Who's Who:

Hugh Alexander. U.S. Congress	Charlton Heston. Actor	Gaylord Nelson. U.S. Congress
Birch Bayh. U.S. Congress	Daniel K. Inouye. U.S. Congress	Julie Newmar. Actress
Jackson Betts. U.S. Congress	Edward Kennedy. U.S. Congress	William Proxmire. U.S. Congress
Daniel Brewster. U.S. Congress	David S. King. U.S. Congress	Abraham Ribicoff. U.S. Congress
Allan Cranston. U.S. Congress	Burt Lancaster. Actor	Herman Scheebel. U.S. Congress
John Dingell. U.S. Congress	Thomas J. McIntyre. U.S. Congress	George Segal Actor
Madame Gandhi. India	Marshall McLuhan. Writer	Al Ulman. U.S. Congress
John Glenn. U.S. Congress	Joseph M. Montoya. U.S. Congress	J. Irving Whalley. U.S. Congress

### Why Do So Many Enroll?

This question was posed to several thousand college freshmen who had just enrolled in the Evelyn Wood course. The answers were varied, but mostly on the same wave length: 1) They wanted to reduce their study time; 2) They wanted to feel more confident in class, more in control; and 3) They wanted to learn more, to achieve better grades.

At the end of the course, each student was asked if his goals were met. Over 95% said yes. The other 5% received their tuition back (but more of that later). Look at these statistics, compiled from a list of 43 college campus classes

where the Evelyn Wood course was taught.

No. of times speed increased	Increase in comprehension
4.08	10.2%

Read what the University of Illinois student paper said (Ed Sejud): "If a student avails himself of all the facilities by the (Evelyn Wood) Institute and attends all the class sessions, the price boils down to only about \$2 an hour, cheaper than any private tutoring you'll ever find. Spread over four years, the course can save thousands of study hours and can probably affect a boost in a student's grade-point average. Assignments which once took days can be accomplished in a matter of hours, leaving much more time for other pursuits. The Institute estimates that it can save average students 350 hours of study time each semester—probably an understatement".

### What Happens If I Flop?

If you fail to increase your reading ability at least 3 times, you receive a full tuition refund. No catches, no hassles. We put it in writing:

### THE GUARANTEE.

Any student who attends every class, completes the required practice, yet does not improve reading ability at least 3 times, as measured by the beginning and ending tests, will be eligible to receive a full tuition refund.

### TAKE A FREE

## EVELYN WOOD MINI-LESSON THIS WEEK

\*Ask about the special 25%  
STUDENT Discount

\*Enter the drawing for a free  
scholarship

Who Teaches The Course? Do You Lose The Enjoyment of Reading Slowly—Of Savoring The Literary Style? How Much Do You Have To Practice? Does IQ Have Anything To Do With It? Can A Really Slow Reader Become A Dynamic Reader?

Don't take anybody's word for it—not ours, not anybody's. We developed the Mini-Lesson so you could make up your own mind about the course. The Mini-Lesson lasts only 1 hour. During that short time, you have a chance to try your hand at it—to find out if it really can do the job for you. In 60 minutes over 80% of the audience increases reading speed. Just a little, but enough to know what it's like. At the Mini-Lesson you will find out how the Evelyn Wood technique handles difficult textbook material. How it improves memory and concentration. How it makes reading a pleasure instead of a chore. Let's face it, if the Evelyn Wood course is for real, you ought to know about it.

LAST THREE DAYS  
MONDAY — WEDNESDAY  
SEPTEMBER 18-21st 2:30, 5:30 or 8 PM  
Lincoln Hilton 141 North 9th St.