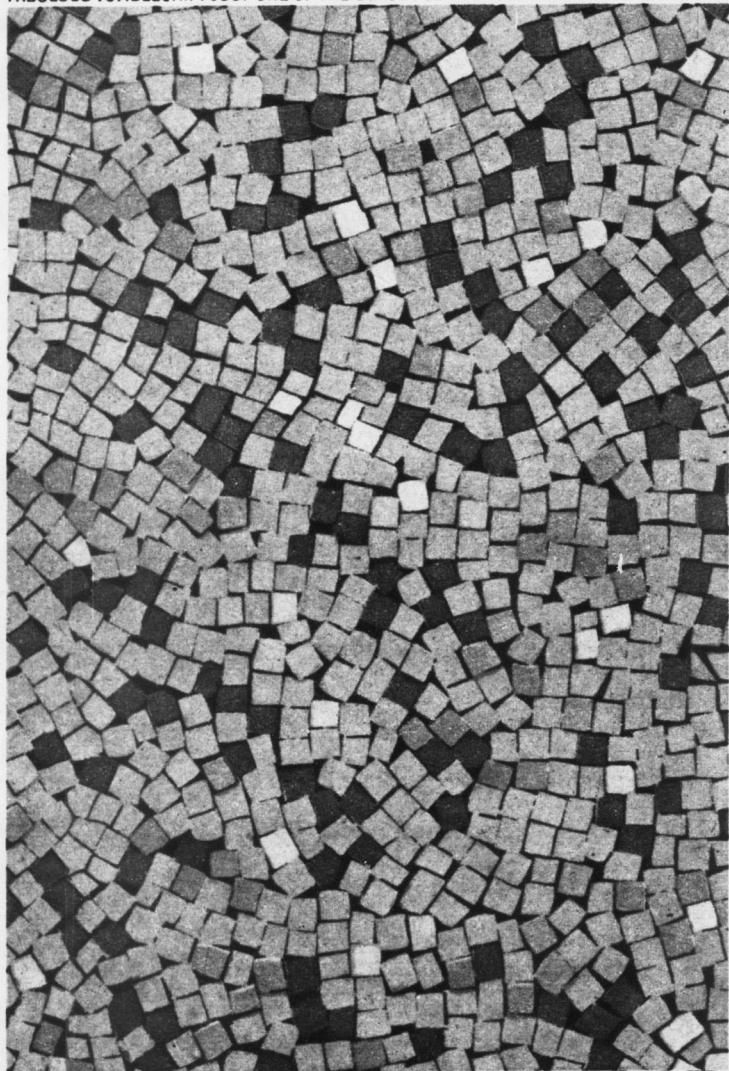


NOW IN SANDRAN!

FABULOUS TUMBLECHIP! JUST ONE OF THE BEAUTIFUL NEW 1962 SANDRAN VINYL DESIGNS



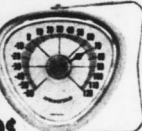
THIS 9'x12' VINYL FLOOR COSTS LESS THAN \$20!

Plus Installation

New 1962 designs! Fabulous new colors for every room! All sealed under Sandran's famous 100% vinyl wear surface that gives you a floor as stain-free, as scrub-free as a floor can be! Sandran is so different it's patented! LOOK FOR THIS BANNER IN SANDRAN RETAILERS' WINDOWS EVERYWHERE!

BARGAIN!! Come in to see the NEW 1962 SANDRAN VINYL PATTERN PARADE

and GET this Genuine Famous Springfield OUTDOOR THERMOMETER for Only 29¢



Nothing to buy. Adults only — one to a customer!

READ BETTER



READ FASTER

Sharpen Your Mind While You Read!

By WILLIAM S. SCHAILL

President, The Reading Laboratory and THIS WEEK's Reading Consultant



Are you an alert reader? Here's how to be one



IF YOU'VE BEEN READING these articles and doing your practicing you should by now have appreciably upped your reading speed and reading efficiency. Now the question arises, what use should you make of your better, faster reading?

The answer is *critical reading*. If you ever learned a musical instrument you reached a point where you had mastered the mechanics of fingering and could concentrate on interpretation of the music.

You now have reached that same point in reading skill. You're ready to dig deeper — to make your own interpretations of articles and books — thereby getting the very most from everything you read.

There are two techniques involved in making your own interpretations: *subjective analysis* and *objective analysis*. Here's how to use them:

1. Subjective analysis: As you read, you should be making a swift check of what the writer is telling you against what you already know yourself of the subject. You also judge the soundness of his opinions by your own sense of logic.

2. Objective analysis: When you finish reading, ask yourself what you have learned. The

most important consideration here is to distinguish between a *report* and mere unsupported *opinion*.

A *report* is something the writer gives you from research or firsthand observation; therefore it can usually be accepted as fact.

An *opinion*, on the other hand, is only as reliable as you believe the author to be.

See if you can classify each of the three sentences in the paragraph below as fact or opinion:

According to the authoritative book, "North American Game Fishes," the Gulf Stream off Florida's east coast is one of the world's finest fishing areas, with most of the notable large game fish of the world. In a single afternoon I have seen sailfish, marlin, tuna and huge, deadly sharks. No fish provides greater sport than the marlin.

The first sentence is *report*, since it cites an authority for what it says. The second is also *report*, since it is the author's firsthand observation. The third, however, is *opinion* — it's what the writer thinks.

Critical reading not only adds enjoyment but sharpens your mind. It will keep you on the alert, and make you a more knowledgeable and interesting person. It is one of the great rewards of Modern Reading.