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Reading Dynamics Classes To Start In Livonia--Average Graduate Reads 4.7 Times Faster Than Before

Institute Director's Editorial

By Frank Kowalik

As director of the Michigan Institute two of the questions I hear most often are: Who are some of the graduates and what results can I expect?

The Evelyn Wood Reading Dynamics course is serving people from all facets of life. Men, women, boys and girls of age 12 to 84 are taking the Kowalik course. They are administrators, clerks, executives, salesmen, tradesmen, officers, housewives, students,

accountants, lawyers, doctors, engineers, and educators--people from many occupations have learned this new reading skill--they now read dynamically.

To relate the results we can refer to the average Reading Dynamics graduate who is an independent reader now reading more than 1500 words per minute with equal or better comprehension. The speed of most untrained readers is between 200 and 400 words per minute.

The Michigan Institute is one of the 74 opened in the United States and we are elated to find

that Michigan people have made our classes successful. When we opened the Michigan Institute we knew the people would be interested in personal improvement in the specific direction of reading skills. The success of the classes proved this. In addition, we are pleased with the pre-registration enrollment for future classes.

As part of Reading Dynamics I can assure you that we will endeavor to earn a proud position in the community and that we are obligated to those who have taken our course and to those who will take it.



Typical Classroom Scene

Free Demonstration Classes to be Held in Livonia

Residents of Livonia and nearby areas will be able to find out at first hand beginning Sunday how they can benefit from the amazing Evelyn Wood Reading Dynamics course which teaches people to read three, five -- even ten times faster with equal or better comprehension.

Free demonstrations of the course will be held at Madonna College, 35600 Schoolcraft.

These introductions to the Reading Dynamics course precede start of classes which will be offered in the Livonia area.

Livonia becomes the seventh city in the Michigan area to offer this remarkable course already completed by more than 1900 Detroiters from all walks of life, including many Livonia residents who have attended Detroit classes.

Achievements of these people will be detailed among information presented at each of

the demonstrations.

Those attending will also receive a full explanation of the Reading Dynamics course, highlighted by a feature film and a question-and-answer session.

Graduates of the Institute in Detroit have achieved an average of 5.01 times increase in reading rate, considerably above the three times increase guaranteed in writing for all enrollees, and the 4.7 times national average increase.

Reservations are not necessary to attend any of the demonstrations. Each will last approximately one hour, and there is no obligation on the part of those who attend.

Nationally, there are now more than 400,000 Americans who have completed the Reading Dynamics course at 74 Institutes since Mrs. Evelyn Wood, a former Utah school teacher, "first offered her amazing course to the public."

INCREASE YOUR READING EFFICIENCY NOW

as the White House staff under the late President Kennedy, members of Congress, executives, educators, doctors, lawyers, housewives and high school and college students have.

Our Average Graduate Reads 4.7 Times Faster with equal or better comprehension

ATTEND FREE DEMONSTRATIONS

Internationally famous Evelyn Wood Reading Dynamics invites you to attend one of the many convenient free demonstrations this week of this unique method.

Madonna College

36600 Schoolcraft (West Of Farmington Road)

Sunday, March 10 3 p.m.
Monday, March 11 5:30 and 8 p.m.
Tuesday, March 12 5:30 and 8 p.m.

- You will see a Reading Dynamics graduate read at amazing speeds from a book he has never seen before and then tell in detail what he has read.
- You will see a documented film that includes actual interviews with Washington Congressmen who have taken the course.
- You will learn how we can help you to faster reading, improved comprehension, greater recall.

SENATE LEADERS PRAISE TECHNIQUE

Sen. Proxmire, Wisconsin

Sen. Talmadge, Georgia

"I must say that this is one of the most useful education experiences I have ever had. It certainly compares favorably with the experience I've had at Yale and Harvard."

"It is my opinion that if these techniques were instituted in public and private schools of our country, it would be the beginning of a single step which we could take in educational progress."

Conventional rapid reading courses aspire to 450-600 words per minute. Most Reading Dynamics graduates can read between 1,500 and 3,000 words per minute, and many go even higher.

We guarantee to increase the reading efficiency of each student by AT LEAST THREE TIMES with equal or better comprehension. We will refund the entire tuition of any student who does not triple his reading efficiency as measured by the beginning and subsequent tests, or the student may retake the course free of charge. A refund is conditional upon the student attending all classes or having made up missed sessions with the teacher. The student must also have practiced the assigned number of hours, following the assignment outlined by the teacher. Any student who must withdraw from the course for any reason may re-enter any subsequent courses at any future time, at no additional cost.

Classes Start Wednesday, March 20

For Further Information Call **962-7056**

Evelyn Wood

Reading Dynamics

Michigan's Home Office, 1101 Washington Blvd., Detroit, Mich. 48226

• In principal cities throughout the U.S.A.

Business, social and school group classes taught on your premises. For a stimulating program regarding what's happening in reading contact Joseph Bauser at 962-7056.

MAIL COUPON TODAY

TO: Evelyn Wood Reading Dynamics
1101 Washington Blvd., Detroit, Michigan 48226

☐ Please send descriptive brochure

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Dr. Gallup Cites Success

Dr. George Gallup, noted pollster and columnist, has cited not only Evelyn Wood's success in greatly increasing reading speeds, but also the far-reaching effect it can have on the rapidly expanding field of knowledge.

"Apart from Mrs. Wood's success in demonstrating reading speeds

can be greatly increased," Dr. Gallup states in his book, "Miracle Ahead" (Harper & Row), "her experience suggests that the brain of man is able to absorb material at a far faster rate than anyone has imagined. Once this truth is accepted, the door will be opened for many experiments. In time, for method developed by Mrs. Wood, or similar ones, will gain acceptance in the schools and become the regular practice of the public. With an increase in reading speed, man has one way to cope with the ever-rising flow of knowledge."

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Mrs. Wood's Discovery Helps Many Read Faster

Faster reading and improved comprehension are stressed:

Evelyn Wood Reading Dynamics is a discovery, not an invention. People have been reading rapidly for centuries. Samuel Johnson read as fast as he could turn pages. Boswell said, H. L. Mencken could read a 250-page book in an hour.

Evelyn Wood made her discovery in 1945 when she was working on a master's degree at the University of Utah. One of her professors Dr. C. Lowell Lees, read her 80-page thesis at a speed of 6,000 words per

minute, she discovered as she watched him. And he marked the paper without having missed a detail.

Mrs. Wood knew an average college graduate reads between 250 and 350 words per minute. She began to wonder if she could attain a similar speed to her professor's.

In a two-year search for other exceptionally rapid readers, she found 50 people in all walks of life who could read faster than 1,500 words per minute.

Analyzing them, she found they shared these characteristics: 1) They read down a page, not just from left to right; 2)

They read groups of words rather than one or two at a time and 3) they rarely re-read a word or a paragraph because they did not understand it.

Mrs. Wood began to teach herself these principles. By the time she was able to read several thousand words per minute herself, she discovered she had developed a system for teaching others.

It took another 12 years before the system was fully developed, tested and proved. She opened her first Reading Dynamics Institute in Washington, D.C., in 1959. And in a short nine years, she has opened institutes in 60 more principal cities in the United States and Canada.

"We measure your current reading speed at the first class," she said. "Then we begin working with you. We are often able to double a student's reading speed the very first night. 'Hearing the sound of a word as you read is one thing that slows you down. We begin with a technique which directs the words from the eye to the mind, bypassing the ear.'"

She said reading rates vary as to the nature and complexity of the material being read. The person whose reading skill is only 250 words per minute is likely to be mediocre at retaining anything he reads.

"In the final analysis," she said, "the rapid reader does not become a slave to speed but the slow reader is always a slave to slowness."

Reading Dynamics Hailed by Senators

Senators and Congressmen have more to read than most citizens of the United States. Mail from their constituents alone takes up a good part of their allotted reading time.

Evelyn Wood taught a class of senators and congressmen her Reading Dynamics methods a

few years ago and had some fine success stories.

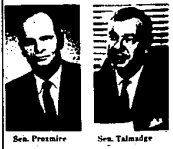
Sen. Herman Talmadge (D., Ga.) called his improvement "fantastic." He added that if

Reading Dynamics was taught in the public and private schools of the country, "it would be the greatest single step we could take in educational progress."

"I must say that this was one of the most useful educational experiences I have ever had," said Sen. William Proxmire (D., Wis.). Before taking the course, Sen. Proxmire read 450 words per minute. Today he could read 2,500 to 3,500 words per minute.

Also listed among the more than 400,000 graduates of Reading Dynamics are 12 top level members of the White House staff of the late John F. Kennedy. Mrs. Kennedy, a naturally fast reader with an estimated 1,200 words per minute, requested them to take the course.

Subsequently, his brother, Sen. Edward Kennedy (D., Mass.), and his sister-in-law, Mrs. Robert F. Kennedy, successfully completed the course.



Sen. Proxmire Sen. Talmadge

Graduates Can Continue Study

All students who are graduated from Reading Dynamics Institute courses receive a "diploma," a handsome plastic embossed card which states that the bearer is "one of the world's fastest readers."

(Milwaukee is the newest) in the world with no additional charge. While Mrs. Wood has successfully taught children as young as nine to read faster and with equal or more comprehension, the minimum age in Michigan is usually 12.

There is no maximum age. In fact, retired people with more time to read find the sessions stimulating. The Evelyn Wood method has proved so success-

ful that Reading Dynamics Institutes will refund full tuition to any student who does not at least triple his reading speed with equal or better comprehension by the end of the course. The written refund policy is conditional only upon the student meeting class and study requirements. This policy applies even if the student has already completed another reading improvement course.

Robert C. Cox
Warren
Accountant

"It takes me one-third less time to do all my reading since attending the Institute. Before, I didn't have time to read everything I wanted to. To keep up with all the new data and rules and regulations in my field used to be a chore. Now it's a pleasure."

Roger Reynolds
Birmingham

"I just couldn't keep on top of the automotive magazines, newspapers and paper work involved in my job," says Roger Reynolds of Birmingham, who is Automotive Products Manager of Omak Industries in Detroit.

"I not only can keep current in all my reading, but can do it now in half the time with as much comprehension, if not more, since taking the Evelyn Wood Reading Dynamics course."

Emmanuel L. Feinberg
Southfield Executive

"I increased my reading efficiency 400%," said Feinberg, president of Thermo Engineering Co. "Of all the printed material that crosses my desk, only 5 to 10% is worthwhile. Since taking the course I have been able to quickly eliminate the non-usable matter and concentrate my efforts and time on the beneficial material."

Mrs. Sharon Owens
Plymouth Housewife

"Before learning the Institute's method, I read a novel in a week, now I am reading five a week. It's wonderful to be able to read more for pleasure's sake and still have more time with my children and for social activities."

Rick Peterson
Ann Arbor
U of M Student

"The Reading Dynamics Institute has helped me considerably in my studies and has built up my confidence in my ability to cope with any subject. As a premedical student, I take mostly involved technical subjects and I have benefited greatly through use of the branching diagram method of outlining my study material, also taught at the Institute," said Rick Peterson. He increased his reading speed from 444 to 1,900 words per minute taking the course.

Henry J. Maicki
Detroit
Electrical Contractor

"Reading Dynamics is a 'must' for anyone desiring to acquire any knowledge on any subject," says Maicki, general manager of an electrical contracting company. "The course, taught by an outstanding instructor, completely opened my eyes to a way of getting information quickly."

Janet and Joyce Kaiser
E. Detroit Students

"We cut down our homework by two hours," said the twins, graduates of East Detroit High School. "After taking the course we had much more time for school and social activities because we did not have to spend as much time on our homework."

Dr. Ralph J. Semelko
D.O.
River Rouge

"The course enabled me to increase my reading efficiency 880%." I now can keep up with my medical publications and still have time to read and enjoy novels. In fact, I read more novels in the last eight weeks than in the last several years."