

## Why Can't Johnny's Dad Read?

Johnny's reading problem haven't been forgotten, but those of his father and mother now share the spotlight of national concern. Suddenly, Americans are worried because they can't do all the reading required of them in the normal course of their daily lives.

"NEW KNOWLEDGE is emerging at a rate never before dreamed of," says Wilmer V. Bell, president of the National Association of Public School Adult Educators (NAPSAE). "Published materials are increasing at such a fast pace that professional people, business men and citizens in all walks of life, are overwhelmed by the volume of reading they must do. Then there's the problem of adult non-readers, America's 11 million functional illiterates who can't even

keep up with the times by reading a daily newspaper." As a result of this healthy concern on the part of the average citizen as well as the adult educator, classes in reading improvement are one of the newest and hottest developments in adult education. Public schools, libraries, community centers, and colleges, in addition to private reading clinics, now offer reading improvement courses for adults.

SPECIAL COURSES for illiterates are on the increase, and they are using new methods. Many non-readers are reluctant to admit their deficiency, so they hesitate to attend formal classes. For this reason, television courses in beginning reading have been extremely effective in Baltimore, St. Louis, and Memphis.

Philadelphians have learned to read in their own homes through a series of half-hour programs called "Operation Alphabet." The course has been so successful that it is now being used in 40 other cities. Along with regular viewing of the program, the student does practice exercises in an Operation Alphabet work-book, produced by the nation's top reading experts.

FILMED READING courses are used in many public school speed-reading classes. Many adult teachers also use mechanical devices which condition the student to read at a faster rate, and help break bad habits such as re-reading previous sentences, and lip-reading.

Teaching machines will soon enter adult reading classes, reading experts say. Programs have already been developed for vocabulary improvement. A high school reading course for use in teaching machines will be marketed soon.

Both the teaching machine and the student workbooks provide an excellent means for individualized adult reading instruction," according to Edwin H. and Marie P. Smith, authors of a new book "Teaching Reading to Adults," published by NAPSAE, which is a department of the National Education Association.

## Sightseeing Draws Many To Michigan

Sightseeing is the number one interest of people who vacation in Michigan, the State Highway Department reports.

Nearly 50 per cent of the state's travelers come from neighboring Great Lakes states and most of them stay in motels. About 40 per cent spend two to six days on vacation and 25 per cent vacation for seven days or more.

THESE FACTS and others about Michigan's tourist industry are contained in an "electronic report" on nearly 150,000 people who stopped for information during July and August at the Highway Department's Tourist Information Centers.

Facts about the travelers were processed by computer. During the period, visitors came to Michigan from all 50 states, Canada and other foreign countries.

OFFICIALS SAID one of the surprising results was the large number of Michigan residents who stopped at state tourist information centers for information. Almost one-third of the persons served were Michigan residents.

Following sightseeing as a vacation interest were camping, swimming, fishing and boating. The electronic reporting service was inaugurated July 1 in permanent highway department tourist information centers at New Buffalo, Mackinaw City and Menominee and at a Mobile Travel Information Unit at St. Louis.

LATER, IT was used at mobile information units stationed at Monroe and Houghton Lake.

The Highway Department's travel program will be expanded next year with the addition of permanent information centers in the Interstate 75 Freeway near Monroe and on US-2 in Gogebic County.

All school zone signs mean "slow-downs crossing." Hundreds of children are killed each year while going to and from school. Every motorist has a serious responsibility to slow down, drive with more caution and alertness, when passing through school areas.

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The work consists of the cleaning of all portions of the Birmingham Municipal Building and shall be done between the hours of 5:00 P.M. and 8:00 A.M., five days per week.  
Specifications may be obtained at the Building Inspection Department, Municipal Building, Birmingham, Michigan, up to and including Tuesday, November 27, 1962, and not thereafter.  
Each proposal must be accompanied by a certified check or Bid Bond in an amount not less than five (5) percent of the total price of the bid, payable to the City Treasurer of the City of Birmingham.  
The successful bidder will be required to post bonds and certificates of insurance and to comply with the City Charter respecting contracts.  
The City Commission reserves the right to reject any or all proposals, to waive any informality in the proposals received and to accept any proposal which shall seem to be most favorable to the City.  
IRENE E. HANLEY,  
City Clerk  
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