

41. The following appeared as part of a business plan created by the management of the Take Heart Fitness Center:

“After opening the new swimming pool early last summer, Take Heart saw a 12 percent increase in the use of the center by its members.

Therefore, in order to increase membership in Take Heart, we should continue to add new recreational facilities in subsequent years: for example, a multipurpose game room, a tennis court, and a miniature golf course. Being the only center in the area offering this range of activities would give us a competitive advantage in the health and recreation market.”

Discuss how well reasoned . . . etc.

42. The following appeared as part of an article in the book section of a newspaper:

“Currently more and more books are becoming available in electronic form—either free-of-charge on the Internet or for a very low

price-per-book on compact disc.* Thus literary classics are likely to be read more widely than ever before. People who couldn't have purchased these works at bookstore prices will now be able to read them for little or no money; similarly, people who find it inconvenient to visit libraries and wait for books to be returned by other patrons will now have access to whatever classic they choose from their home or work computers. This increase in access to literary classics will radically affect the public taste in reading, creating a far more sophisticated and learned reading audience than has ever existed before."

*A compact disc is a small portable disc capable of storing relatively large amounts of data that can be read by a computer.

Discuss how well reasoned . . . etc.

43. The following appeared as an editorial in a magazine concerned with educational issues:

"In our country, the real earnings of men who have only a high-school degree have decreased significantly over the past 15 years, but those of

male college graduates have remained about the same. Therefore, the key to improving the earnings of the next generation of workers is to send all students to college. Our country's most important educational goal, then, should be to establish enough colleges and universities to accommodate all high school graduates."

Discuss how well reasoned . . . etc.

44. The following appeared in an editorial from a newspaper serving the town of Saluda:

"The Saluda Consolidated High School offers more than 200 different courses from which its students can choose. A much smaller private school down the street offers a basic curriculum of only 80 different courses, but it consistently sends a higher proportion of its graduating seniors on to college than Consolidated does. By eliminating at least half of the courses offered there and focusing on a basic curriculum, we could improve student performance at Consolidated and also save many tax dollars."

Discuss how well reasoned . . . etc.

45. The following appeared as part of an article in a trade magazine for breweries:

“Magic Hat Brewery recently released the results of a survey of visitors to its tasting room last year. Magic Hat reports that the majority of visitors asked to taste its low-calorie beers. To boost sales, other small breweries should brew low-calorie beers as well.”

Discuss how well reasoned . . . etc.