A Royal Birth Excites Japan

The official's voice, to which all Japan was listening, was flat and dry, his words formal: "This afternoon at 4:15 at the Imperial Household Hospital, Her Highness the Crown Princess honourably effecting delivery, the honourable birth of a son occurred. The exalted mother and child are honourably healthy."

Thus, over transistor radios and television sets, in offices, sushi (fish) shops, and homes, did the Japanese people learn last month of the birth of a first-born, 5-pound, 9-ounce princeling to Princess Michiko, the miller's daughter who married Prince Akihito last April 10. As a male child, he would be second in line to succeed to the throne (as is Queen Elizabeth's new princeling in Britain).

All over Japan, the common people bowed low to each other and uttered "O-medeto gozaimasu" (Congratulations). Hundreds gathered at the great Niju Bashi. (Double-Bridge) entrance to the palace grounds where some knelt in prayer and others shouted "banzai" for the benefit of newsreelmen. At the Kabuki Theatre in Tokyo, leading actor Ennosuke changed into formal haori (knee-length man's kimono) and announced the felicitous nyusu (news) from the stage. Nearby, at the Asakusa Kokusai Theatre, chorus girls, wearing sequins, high heels (and little else), led the audience in banzais. A sudden sharp earthquake added to the excitement.

During this period, Prince Akihito behaved as tradition demanded. Before the birth he had left his wife at the hospital with an admonition to "be brave" and then had gone to his temporary Shibuya residence 2 miles away. His first paternal duty was to participate in the ceremonial presentation of a 7-inch dagger (which symbolizes the infant's ability to defend himself).

By then some newspapers were "irreverently" calling the Prince "Oyaji" (Daddy) and only then could he visit his family. Newsweek's Tokyo bureau chief Ray Steinberg reported that "the Prince strove manfully but unsuccessfully to suppress his smiles of pleasure as he was driven to the hospital. And there, live television cameras trained on the frosted-glass windows of Michiko-san's room, picked up a man's shadow. The shadow bent, as if leaning over a bed. Never before in the 2,600 years of the Chrysanthemum Throne had the people been so close to their royal family."

THEY'RE NOT TWINS — Betty Pollack, a senior at Walnut Hills High School, bears a striking resemblance to her mother, Mrs. Irvin Pollak. Both make recordings of textbooks for the blind. Mrs. Pollak, right, is program chairman for the Council of Jewish Women.

A New Cure For Boyish Shrillness

Like most other boys his age, when Winston Mallory was 14 and a high-school sophomore in Gloucester, Va., his voice began to change. The trouble was that, instead of becoming rich and masculine, his voice turned into a shrill falsetto. He consulted doctor after doctor, and they all told him: "You'll outgrow it." He never did.

Finally Mallory, now 21 and working as an interior decorator in New York, visited the small National Hospital for Speech Disorders. The hospital's Dr. Roy W. Franklin, after about an hour's conversation with the youth, began to manipulate Mallory's larynx with his hand — simply applying pressure to it, during which the sounds that came out were pitched lower. After a few moments, the doctor took his hand away and asked Mallory to read aloud from a magazine. Mallory opened his mouth to speak, and the words rolled out in a sonorous, deep baritone.

"It was never very real, anyway," Dr. Franklin commented last month. "In cases like this, the problem is to convince the patient that he really has a normal voice. With larynx manipulation we help about ten patients a year, but no cure has been as rapid as Mallory's."

As for Mallory himself, he was back on the job fairly brimming with new confidence and self-respect. "My old voice had no strength to it," he explained in full, resonant tones. "Now when I go into a showroom and ask for something, I get it."

A Press Agent's Confession, Or — Maney's Affair With His Fair Lady

by Richard Maney
Written for Newspaper Enterprise Association

New York — Grace Kelly was single, the Dodgers were in Brooklyn and the sputnik was only a doodle on a Soviet drawing board when "My Fair Lady" opened in New York, March 15, 1956.

About to round out its fourth year at the Mark Hellinger Theater, the Alan Jay Lerner-Frederick Loewe musical version of Bernard Shaw's "Pygmalion" has been seen there by approximately 2,600,000 souls. Among them were Dwight D. Eisenhower (it's the only show he's seen since he's been in the White House); Pandit Nehru, Prime Minister of India; King Mahendra Bir Bikram of Nepal; Sean O'Kelly, when he was president of Ierland, and Harry and Bess Truman.

Collectively kings, commoners, poets and peasants have forked up $14,000,000, including $180,000 from 60,000 standees, to see a show without kiss, caress or display of the female pelt, a sum far in excess of any ever totaled by a stage attraction in New York, regardless of length of run.

The touring company of the musical, three years old on March 17, has played 66 weeks in Chicago, 16 in Los Angeles, 11 in San Fransisco, and has enriched the lives of the theater-starved in such outposts as Little Rock, Calgary, Houston, Seattle and Winnipeg. The London copy completes is second year on April 30, and the Australian and Swedish companies are in their second year.

Other lingual duplications are dazzling the Danes in Copenhagen, the Finns in Helsinki and the Norwegians in Oslo. Further proof that "My Fair Lady" may be our most popular export will be manifest in mid-April when, with the blessing of the State Department, a company flies to Russia for a six-week engagement in Moscow, Leningrad, Kiev and Tiflis.

Many authorities, including this partisan, think "My Fair Lady" is the greatest musical comedy hit of all time. My qualifications as an authority? Over 40 years in the theater and exposure to hundreds of song-and-dance shows, from "The Merry Widow" to "The Sound of Music." My qualifications as a partisan are more limited. I am the press agent for "My Fair Lady," the envy of every brave in my tribe.

The show has been a press agent's dream from the start. So hysterical was its reception in tryouts in New Haven and Philadelphia that producer Herman Levin, fearful these hallelujahs might boomerang into a "this-had-better-be-good" resistance in New York, suggested I muffle my drums. This was a startling switch. Conventionally I'm urged to clash the cymbals. So frenzied was the clamor for tickets following the New York premiere that the thwarted went berserk in their efforts to escape charges of being socially untouchable.

Press agenting "My Fair Lady" has been a luxurious assignment because I've had the unwitting assistance of hundreds of volunteers.

An obscure Russian named Victor Louis put "My Fair Lady" on Page One when he announced in a letter to Lerner and Loewe that he would like the full orchestral score to the musical, gratis. He already had translated the libretto and intended to put on the show in Kiev and Sverdlovsk, he said. For this bravado 30-year-old Victor was blasted editorially all the way from Miami to Moose Jaw.

Julie Harris, one of our top actresses, recently puffed the show's publicity when she confessed to a columnist that she had auditioned for the role of Eliza Doolittle two years before when the management was looking for a successor to Julie Andrews.

For almost three years "My Fair Lady" enjoyed a fabulated outdoor ad promotion the hundreds who lined up at the box office each day at dawn to buy one of the 40 standing room admissions sold each performance. These lines were equipped with sleeping bags, bridge tables, lunch kets and, in cold weather, a of grog.

And this seems as good a as any other to thank Alan Allen, Groucho Marx, Gleason, Sid Caesar and Silvers for their service in behalf — all devoted our their TV shows to the one they experienced getting for you know what.

CHRONICLES OF GINGER FARM

by Gwendoline P. Clarke

We got it at last! Our share of stormy weather, I mean — including thunder and lightning. No need for me to go into details — the storm was so widespread almost everyone had his share of snow-filled roads and driveways. The only difference was where and in what way different people were affected by the storm. Partner got a call Thursday night to look after two little boys whose mother had been delayed getting home and there was no telling when the father would be home. The mother finally arrived home about eleven, half frozen, having walked quite a piece from a stalled car. The father didn't get home until three-thirty in the morning — stuck eight times coming from Malton, a distance of fifteen miles. Next morning everyone was having a great time — snow shovels and tow-trucks being the order of the day. Partner was helping here and there but I was quite content to watch proceedings from the inside of doors and windows, thankful I didn't have to battle the elements. We didn't get any mail next day — for the first time in three years. However we don't know even now whether the mailman couldn't get through or if it was the morning paper that didn't come.

Now, of course, the storm is a thing of the past but it will be some time before the snowbanks show signs of deminishing, so the men of the family will have plenty of opportunity to continue exercising their muscles. One thing I must say, our township should be congratulated for its prompt snow-removal job. When we got up Friday morning the streets had been ploughed out. In the High Park district where Dee lives the streets haven't been ploughed yet and cars are still getting stuck.

But all the news has not been of storms and disasters. Like a burst of sunshine through the clouds came the news of Princess Margaret's engagement to Mr. Antony Armstrong-Jones, news that will please people of the Commonwealth just about as much as the birth of the Queen's third baby. Margaret has had her own special place in the hearts of the people ever since her mischievous "little-girl" days. Later there was sympathy and admiration for her because of her unfortunate love affair with Peter Townsend. A good many people felt she should have been free to follow the dictates of her own heart but many wondered whether Townsend was really the right choice for our lovable and fun-loving princess. Now that episode in her life can be forgotten as we look forward, hoping that Princess Margaret has made the right choice this time and that she and her fiancee will share a lifetime of joy and happiness, unhampered by shadows of possible succession to the throne.

During this past week I have been reading a most interesting book and it just makes me wonder how any of us can imagine we have a mind of our own! It is called "The Hidden Persuaders" and deals primarily with ways and means of advertising. It shows how advertising agencies go to work persuading the public to buy goods that are offered for sale whether they want them or not. Psychologists go into supermarkets to study the buying habits of customers. They find out what kind of packages have the best sales appeal and why it is easier to sell "2 for 29¢" rather than 15¢ straight. They have discovered that a shopping list is almost a thing of the past only about one in five carry a list. Instead women methodically go up one aisle and down the next, trusting that the goods displayed will remind them of things they need. Then most shopping is "impulse buying" and makes the packaging of goods specially important to the manufacturers. Eye appeal is a main factor in selling one brand more than another.

In furnishings and electrical appliances advertisers deliberately set out to make housewives discontented with what they already have. New models must therefore have that little extra something to make it a little more appealing than what our neighbour has next door — refrigerator, washing machine or what have you. There must also be a pleasant association of ideas connected with the product that is advertised. And you know those child-size shopping carts? They are put into stores specially to encourage children to shop on their own, to collect toys and packages that appeal to them. And then you know what happens . . . poor mother gets to the cash register and she either has to pay for what little Johnny or Mary has "bought" or risk a scene in the store!

Well, I leave you to think it out for yourselves. When you go shopping do you really buy what you need, and what you know is good, or is your choice influenced by advertisers telling you that "this is what all modern housewives should have in their kitchens". In other words do you shop with an open mind, considering only the needs of your family — and the contents of your purse?" It is an honest question — dare you give yourself an honest answer?

Modern Etiquette

By Anne Ashley

Q. Just how does a girl properly refuse a date with a boy?

A. Above all, be polite about it. Simply say, "Thank you very much for asking me, but I won't be free that evening." Even if you ARE free, there's no need to make up an excuse. You can be very cordial, but vague.

Q. If a double-decker sandwich seems too big and unwieldy to handle with the fingers, isn't it all right to eat it with the knife and fork?

A. No; this type of sandwich must be picked up. Only on the "open-faced" type of sandwich do you use knife and fork.

Easy Sun-Style

599

by Laura Wheeler

Sundress or pinafore! It's easy to sew of crisp cotton — opens flat for speedy ironing.

Ruffles and colourful embroidery, in running and single stitch, delight a little girl. Pattern 599: transfer of bands, pattern in sizes 2, 4, 6, 8 included.

Send **THIRTY-FIVE CENTS** (stamps cannot be accepted, use postal note for safety) for this pattern to Laura Wheeler, Box 1, 123 Eighteenth St., New Toronto, Ont. Print plainly **PATTERN NUMBER**, your **NAME** and **ADDRESS**.

New! New! New! Our 1960 Laura Wheeler Needlecraft Book is ready NOW! Crammed with exciting, unusual, popular designs to crochet, knit, sew, embroider, quilt, weave—fashions, home furnishings, toys, gifts, bazaar hits. In the book **FREE** — 3 quilt patterns. Hurry, send 25 cents for your copy.

FALLING HAIR — This caught-in-the-rain look is the newest coiffure by Rome stylist Ricardo. Wispy, ragged bangs, side tresses formed into "earmuffs" and a high crown, Ricardo says, were inspired by portraits of painter Modigliani.

REX HARRISON and Julie Andrews in scene from "My Fair Lady."

Pet Monkey Made Owner Live In Cage

The undergrads gaped when the new man arrived. For out of his coach were unloaded not just a few suitcases but cage after cage of live animals, in fact, a small zoo!

Brilliant scholar and animal lover, Frank Buckland soon found that his rooms at Oxford's Christ Church were far too small to house such a varied collection so he took over half the courtyard.

Apart from Jocko, his pet monkey, there were marmots, guinea pigs, squirrels, dormice, numerous snakes, tortoises, tree frogs, a chameleon and an eagle. As a treat these were all in turn "invited up" to his rooms for a few hours' freedom.

Had the cages been secure, Oxford would probably have become reconciled to its unusual guests, but Frank's pets proved extremely skillful at breaking bounds and he soon got used to receiving frantic messages begging him to collect one or another of them from its latest escapade.

One morning the marmot had taken possession of the Chapter House just before the Chapter was due to meet, and on another occasion the eagle stationed itself in the chapel doorway, attacking everyone who approached and preventing them from entering.

Far from being embarrassed by the notoriety which his animal friends brought him, that autumn of 1844, Frank acquired a young bear on which he bestowed the rather unusual name Tiglath Pilesner — Tig for short. Tig soon became one of Oxford's great characters.

Everywhere Frank went Tig went, too, correctly dressed in cap and gown! He was to be seen at parties as well as boating on the river. When the British Association met in Oxford, Tig went along in full academic dress to see what he could make of the learned debates.

Tig's popularity, however, did not extend to the college authorities who were not very happy about the prospects of being mauled by a now fast growing and very powerful young bear.

So one morning Frank had an urgent summons from the Dean. "Mr. Buckland," he said, "I hear that you keep a bear in college. Well, either you or your bear must go!"

And so the bear went, but not him for away. Buckland had friends at Islip, who rashly agreed to take in Tig, not realizing what a handful he was. With Tig also went the eagle, which had recently disgraced itself again by suddenly appearing at morning communion in the chapel.

Tig, however, had an intention of submitting to complete captivity. All kinds of cages and the most ingenious locks were tried, but to keep him shut up seemed virtually impossible. Within a few days each new cage or each new lock had been mastered, and the whole surrounding countryside soon learned to fear his next sudden appearance.

On one occasion he found his way into a neighbour's stables and panicked the horses, and on another he appeared in the kitchen and ate a leg of lamb the cook was roasting while she barricaded herself in the scullery and screamed for help.

At last Frank's friends decided they could no longer be held responsible for Tig's behaviour, so he reluctantly agreed that Tig must go to the zoo where there were cages strong enough to defeat even his ingenuity.

In later life Frank Buckland became one of the most distinguished and best known naturalists of his day, and built up a great reputation as the Inspector of Fisheries for England and Wales. During his travels about the country on official duty his wife usually accompanied him.

Sharing her husband's love of animals, she was never happy at the thought of fishermen getting into trouble through breaking the various fishery regulations it was Frank's job to enforce. Once on a visit to Great Yarmouth he announced at dinner that early next morning he would make a tour of the fish market in order to catch and summon dealers whom he believed were selling undersized crabs.

Returning to his hotel at breakfast time he announced that his fears had proved groundless. Not a single undersized crab had been exhibited for sale in the whole market.

This showed, Frank boasted, how efficiently his orders were being respected by the fishing community. It was not until breakfast was over that Mrs. Buckland confessed that she had gone down to the market before dawn to warn the fishermen and dealers of his proposed visit.

Devoted though he was to their various pets, they did sometimes cause him anxiety. For some years his wife had a pet monkey of which she was particularly fond. She did not like to see it cooped up in a cage, so most of the time it was free to go where it liked about the house.

Its favourite play room was Frank's study, and if it could gain entry when he was not there it had a wonderful time tearing up his papers and correspondence and upsetting ink over the debris.

Mild remonstration with his wife produced little effect. In her view Frank was to blame for leaving papers lying around when they should have been gathered up and packed neatly away.

A friend at last provided the solution to the problem. On his advice Frank had a large cage constructed in the centre of his study. In this he could shut himself away with his work, and lock it up when he left.

The gray fox is a fairly good climber. It climbs a tree by hugging the trunk with its forelegs and by forcing itself upward with its hind legs.

NOT ICE-BOUND — High-flying footwork on ice has won the European figure skating crown four times for Frenchman Alain Giletti. Here, Alain, 20, flashes gay blade at Garmisch-Partenkirchen, Germany.

A Passion For Pinhead Art

Except for a tiny spot of colour on the head, the pin that Jules Charbneau held up to the magnifying glass looked like any other he might have fished out of the huge oak desk in his San Francisco office. But seen through the glass, Charbneau's pin became transformed. There, on the head, was a full-blown portrait of Abrahaam Lincoln, complete with wing collar, black tie, beard, and mournful expression.

"This was done by an artist in Ecuador," explained Charbneau last month. "To keep his arm and body steady, he practiced yoga and for a brush he plucked a hair from his own arm. However," continued the 76-year-old art appraiser, "he's not going to paint any more like it because his eyes have gone bad. Another miniaturist, a man who lives in Buenos Aires, went completely blind after doing eight portraits on heads of pins."

As he spoke, the paunchy Charbneau, who owns one of the world's outstanding collections of miniature and subminiature art, began pulling Lilliputian objects from his pockets. From one scene a seven-piece solid-gold coffee service which he held between the thumb and forefinger of one hand. From another came an exquisite French cameo which showed a pastoral woodland scene no bigger than an almond, and an ivory plaque on which some 200 Chinese characters were engraved on a 1½ by ¾-inch area.

Among the other items in Charbneau's collection of 33,000 microscopic objects are an Indian basket a bit larger than a grain of sand; pictures of Queen Elizabeth, Pope Pius XII, and Windsor Castle done on a sesame seed; 200 elephants carved out of ivory with a rat's tooth, so small that they all fit into a cherry pit; a rifle and pistol that fire minuscule ammunition; and a 3 by 4-inch tortoise-shell box. When the filigree lid is opened, a bird with natural feathers pops out and flaps its wings while a miniature pipe organ plays a little song.

Charbneau's favourite item, however, is a tiny piece of etched glass which contains his name, address, and the Lord's Prayer. "The 294 letters cover an area the size of a needle point," said Charbneau. "Using the same ratio, you could put the entire 3,566,480 letters of the Bible into a space 1/49 of an inch square. I think it's the finest example of microscopic writing in the world."

Although he earns his living as a professional appraiser, Charbneau refuses to be pinned down on a value for his collection, most of which is housed in an H-bomb-proof vault that he had built in an unused railroad tunnel near San Francisco back in 1953. "Just say I've got the world's largest," he coyly tells his questioners. Whatever value it may have, Charbneau's collection of microscopic treasures will probably wind up as one of the main attractions in San Francisco's Palace of Fine Arts when that ugly old building is refurbished two years hence.

Obey the traffic signs — they are placed there for YOUR SAFETY.

PEEKABOOM — Two-year-old Victoria Brill went to flip her lid for the photographer and the effort made her slip off the top. But no harm done. Vicky had a good time playing the Good Hatter from Alice in Wonderland at the annual children's fancy dress ball given by the Lord Mayor of London, England.

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How Can I?

By Anne Ashley

Q. How can I patch some bare spots on my lawn?

A. Here's one good way to do the job: Mix a handful of grass seed to four parts of peat moss. The peat moss holds moisture, helping the seed to germinate. Also, its dark colour presents a warning-sign to a passerby not to step on your freshly-seeded area.

Q. How can I improvise some stamp-pad ink?

A. Grind up about an inch of lead from an indelible pencil and mix this with a teaspoonful of glycerine and a teaspoonful of water. Let this settle for eight or ten hours, and it's ready for use.

Q. How can I clean oil-stained concrete garage floors?

A. Sprinkle some sal soda concentrate liberally on the floor, dampen this lightly with water, allow to stand overnight, then scrub with water, and hose it off.

Q. How can I remove the odour of fresh paint from a room?

A. Cut a few pieces of lemon into a pail of water, place this in the room, and allow to remain for several hours.

Q. What can I do about some oil stains on one of my rugs?

A. Often effective for this is the treatment of the spots with a cloth soaked in limewater, afterwards washing if necessary.

Q. How can I prevent bugs in my flour supply?

A. A tablespoon of salt contained in a small piece of cloth and placed in the flour bin or sack, will do the trick. You can use a teaspoon of salt for smaller quantities, such as cornstarch, five-pound bags of flour, etc.

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CUB IS SUB — This lion cub guards the dog pound in Wheeling, W.Va. William Custer, dog warden, hopes that his new "watchdog" will deter vandals who in the past have wrecked the pound and set free his charges.