Common Las And **Power Of Suggestion** 

A recent issue of Today's Health, published at the head quarters of the American Medical ing account of the findings of a

This brief account relates that Dr. George G. Jackson and asso ciates at the university tested cold secretion. These volunteers were divided into two groups those who say they "get colds all the time" and those who don't. "Colds developed," the item said, "in 21 per cent of those who didn't often get colds and in 32 per cent of the 'always-have-a cold' group."

"they used a noninfectious ma terial, with only 1 per cent of the noncold people getting any symptoms, compared with 24 per cent of those who feels colds pick

umnist Sydney J. Harris, in the Chicago Daily News, says:

"What this strongly indicates is that autosuggestion is the cause of 'having a cold' in many cases. If you believe you are likely to get one from sitting in a draft or walking through puddle, you will get all the symptoms-even though the cold virus is not present in your

Army tests have indicated another side of this, too: soldiers have been drenched in water and exposed to drafts, with no colds

A few months ago Today's Health reported on a study by Dr Harold Diehl, "one of the best-known scientific studies of

The study lasted five years and included thousands of students at the University of Minnesota, according to Godfrey Sperling Jr. in the Christian Science Monitor Some of the students received one of the known remedies; some received only a sugar pill. None knew which he got. At the end of the study, Dr. Die'n' found that about as many

students taking sugar pills as taking medicines reported that their colds left them in a day or so. "In fact." says the article, "the most entire die endorses were those who got augar pills!" The writer of the article then

gives this explanation: "This is what is known as the placebo effect: attributing to a nedicine the powers you wish it had. You buy a cold remedy where you buy all your drugs; it ike a drug, and it even tastes a drug. You have an illness and its label says the medicine help. Furthermore, you want it to. The placebo's power



STARTLING-Teal Traina interprets the cloak-and-dagger look in dresses at a fashion



PRIZE SPECIMEN - What's good for the ostrich is good for the gander. The prize speciment at a famous South African farm, Oscar, is shown here posing with one of his own feathers, while Joey Geldenhuys models summer bonnet made of ostrich feathers.

in almost all colds. I know a public lecturer," says Mr. Blevin, "who invariably came down with a cold whenever he had to make a speech. Once he had frankly faced up to the fact that he didn't like public speaking but had to go on with it, the symptoms dis-Blevin continues: "Whenever large numbers of people are given medicine—or even sugar pills-and are told that it will cure existing colds, or preven future ones, the number of colds in that particular group of peo-ple is reduced, for a while, by

about two-thirds. This fact has led to various triumphant anouncements in the press, from time to time, that 'a cure' for colds had been discovered - announcements not verified by subegent experiences." Mr. Harris cites an interesting case in point in his column: Preston Lecky, the psycholman and his wife who were itten by their pet dog. The man became convinced that he was going to develop hydrophobia,

is really your own power to de-

In that same issue there is an

article by Bruce Bliven on "What

We Know About Colds." Says

dence which seems to suggest

that psychology may be a factor

the author: "There is some evi-

ceive yourself."

appeared."

but the woman was sure she wasn't. "In three days," Lecky said, "the man was sick in bed, his throat muscles were becoming taut, and he complained of difficulty in swallowing. His wife was up and well. At the end of five days, the man reported all the symptoms of hydrophobia, and a physician saw that he was

actually on the verge of dying from a disease he didn't have. "Finally, on the eighth day, the doctor persuaded him that nobody with hydrophobia had ever lived more than six days. He jumped out of bed and soon was as well as before the dog had

itten him." Harris goes on to say that a person cannot be hypnotized against his will: "The subject meet the hypnotist at least half way, must want to be put in a trance. Much of the 'suggestive power' of the hypnotist is pased on auto suggestion in the

THE SCIENCE OF MEDICINE childbirth. The doctors of the period had a theory that to have child was beneficial to a woman suffering from consumption. She was thirty-eight. — Somerset Maugham



BUILT FOR TWO, OR MORE - "And baby makes three," could be the title of this bicycle built for two with side-car for baby. Mr. and Mrs Jim Cross, of Cardiff, Wales, solved the transportation problem when their now 15-month-old arrived, but expect another little "problem" late this year.

CHRONICLES GINGER FARM

n one another's backyard. But that, too, should be kept within limits. Mother, for her own convenience, shouldn't suggest to her little ones that they go and For the first time that I replay in Billy's backyard. It may member I am able to sit outside in comfort. Why? Because this give her an opportunity to get on with her work — but what year there have been no mosquiabout Billy's mother? No young mother can have a yard full of toes - not around here anyway - and we are generally well children without feeling she must keep an eye on them. And supplied. I suppose the spring was too cold to hatch the larva that is a situation that does develop, especially if Billy has or eggs, or whatever it is that produces young mosquitoes. And an extra lot of things to play with in his backyard, including am I glad! We have a lovely shady spot at the back of the a sandpile and a slide. I know house and we are enjoying it to of one young mother who somethe full. When we came here times had as many as ten chilfive years ago it was a thick dren around day after day. And clump of ash trees which, paraof course she couldn't blame the doxically, Partner reduced, and children. It was the mothers who yet enlarged, by transplanting were at fault. small trees from the middle of Well, the foregoing was writthe copse to the outside. It is from here I see so many birds. Yesterday I saw one I had not

a neighbour by baby-sitting in

an emergency but it should be expected ONLY in an emergen-

cy. And it is only natural for

pre-school children to congregate

Consider the postage stamp. Its

usefulness consists in the ability

to stick to one thing till it gets

there. Josh Billings.

ten Sunday morning. And then in the afternoon we had a storm. Real rain, no less - for over two seen before. It was a red cardinal. We had visitors at the hours. The best rain we have had this year. Now we shall see time and one of them said -"Oh, look at that beautiful bird. the garden stuff grow. I knew a storm was coming as Taffy It's bright red - whatever is it? wouldn't leave me for a minute. I was so glad it paid us a visit Even Ditto was uneasy. As for at that time because I had been boasting about the lovely birds me I had my usual "thunder headache" Queer how some peo-ple — and animals — sense a we get around here. So . . . seeing was believing. But don't get the idea either Partner or I just storm more than others. It does not affect Partner in the least. sit out in the garden and watch But Taffy - we never had a dog the lawn and garden most of the I always feel so sorry for the time but he does sit down to rest poor little tike. Now Partner and in the shade when he feels like I are going to don rubber boots, it. And I made three pairs of wander around outside and take pyjamas for my grandsons las week, using the sewing machine at night and saving the handa took at the garden.

work to do in the garden. One of the visitors we had last week was a lady from Yorkshire on her first visit to Canada. Our Ontario countryside impre her as being so similar to England. Which I suppose is per fectly true and yet we seldon realize it. Peel and Halton, for instance, are very little different

from Essex and Suffolk. And our inland lakes vary little from

some of the lake districts in the You know, I sometimes wonder how this neighbourhood got along before we came here! That sounds awful, doesn't it? But don't misunderstand me- I only mean because Partner gets so many odd calls for help, mainly I suppose, because he is country oorn and bred and knows how to deal with odd situations. The other night a grass widow phoned about eleven o'clock because a raccoon had got into the garage and knocked the lid off her garbage can. Hearing a noise she had phoned the police. A young officer came up and decided it was a raccoon and not a burglar. But yet she wasn't satisfied until

she had got in touch with Part-The next day another neigh bour — this time a man — asked Partner to go up and see what he could do to destroy a hornet's nest. . . And yesterday he was asked to call our Ditto home because she was after a bird's nest n a tree near the house next

However, the calls are not all one-sided. When we have minor electrical troubles we ask the advice of a neighbour who is well versed in the intricate problems concerning electrical appli-ances. The same applies to winter car-starting problems. In any neighbourhood there is always something that one person can do better than another. The thing is to know your neighbours. Ever advice was to whom to call for a repair job is very welcome to repair job is very watering stranger in a strange district. And of course among the women opportunities for neighbourliness are unlimited. But sometimes a "limit" has to be set. For in-stance it is great for a young mother to come to the rescue of

ISSUE 26 - 1962

## Killer Joe Has It Made BIG

"You might say I organized it and put it together." The speaker was dance master "Killer Joe" Piro. His subject: The hully gully, a conga-twist-squaredance sort of a step that is the newest rage from Harlem to Palm Beach, By way of demonstration, Piro flicked on a phonograph and began a schedaled private lesson. Kicking, corkscrewing, teacher and pupil ruthlessly punished the floorboards of Piro's Manhattan walk-up studio. An hour later, his black hair still as sleek as a newly Simonized Rolls-Royce, Killer Joe told a visitor: "The hully gully unravels tensions. You are free to solo, free to swing your hips."

To the cognoscenti of the popular dance world, it comes is no surprise that pint-size (5 eet 6 inches, 133 pounds) Piro should have enriched civi tion with the hully gully. Killer Joe, in fact, is something of a hip-swinging legend. An ex-jit erbug champion, he ruled New York City's Palladium Ballroom as the mambo king, later helped fire the pachanga fad, still is many a working gal's idea of Valentino on a dance-hall floor. The 41-year-old dancer's reputation is just as big in the jet borne international set. His studic clients - who pay \$65 for si: lessons - include Eva Gafor ("cute"), the Duke of Bedford ("a live one"), and the Duke and Duchess of Windsor ("Duke has a nice soft move-

Indeed, acting as a sort of shindigs, Killer Joe is fast becoming as popular a stimulant as vodka on the rocks. "People want someone to make them gay," he says. Piro made per-sonal appearances at 30 balls and private parties last winter and so delighted guests at a recent charity hop in Palm Beach by dancing the twist with all ual fee of \$300, he got a diamond butterfly stickpin that he now flaunts in his narrow black tie. unable to present him in person framed picture on the buffet

"It's wild," says Piro, his big brown eyes gleaming. "The Duchess of Windsor introduces me at a ball as her dancing teacher, and someone else interrupts, saying: 'What do you mean? He's mine, too'."

Killer Joe's early life was no ball. Son of an impoverished Italian tailor, he took his teen age knocks in East Harlem, ventually began to cop \$15 and \$20 prizes at the Savoy Ball lindy hop. "I wasn't good-lookwell - otherwise no dates," explains Killer Joe. In 1940, he

Pomona Builds a City for the Sixties

Pomona, Calif., 30 miles from Los Angeles, is undertaking a 10-year renais

sance of the city and surrounding Pomona Valley Heart of the plan is a nine-

block-long pedestrian mall, shown in drawing, above, expected to be completed

by September, 1962. Construction involves building traffic underpasses, relocation of railroad rights of way and establishing off-street parking districts, among

other things. New buildings and shops will line the mall, which will be decorated with trees and fountain and will include recreation areas. Overall view of the

new Pomona, below, shows a transportation center, which train is approaching

at right, and a civic center. The Pomona plan is unique in being financed and led

by private enterprise, without relying an state or federal aid. The city grew from 35,000 in 1950 to 227,000 in 1961 and expects a half-million population by

jitterbug title, and during the early part of the war, his gyra tions at the Stage Door Ca were so wild that he nickname. Show-biz folks oned that, like a great bullday before he knocked himself

out tomorrow, but good. Coast Guard tour in the Pacific left Killer Joe with malaria; he was, however, far from floored. He hooked on at the Palladium as emcee and master, started his own studio. and soon got tapped to teach other instructors the American steps. When the became the torque of New York. Killer Joe could usually be spotted stomping at the Pepper. mint Lounge - for pleasure. He looked so good that gradually, by word of mouth and gossip-columns, he made a name in high society as a twist master. He hasn't stopped Pirouetting on parquet floors since.

> Modern Etiquette By Anne Ashley

Q. Is it correct, at a cocktail party, for the women to remove their hats? A. If they wish, And, of course they may even come without

hats. Q. Is it proper to write a few lines of good wishes on the card that you enclose with a wedding A. While not necessary, this

to do.

is a quite proper and nice thing

Building 1.5 million.)

diate hit with sight-seers bendholders within a year. later issued 15,300 shares of LABOR OF LOVE - Busy at her knitting, Los Angeles housewife Mrs. Leonard W. which now sell on th ris Bourse for about \$140 h. They are hard to get, en-Eaton shows why she is known as Korea's "sweater girl." ying so much status that they often passed from father to Over the past nine years, Mrs. Eaton has warmed the hearts on a special legacy. Alexandre we Eiffel's own shares now and bodies of countless Korean elong to his grandson, René Le war orphans by knitting almost 1.000 sweaters and "hundreds and hundreds" of caps, mittens, stockings and other

recent years, the stock has paid a 5 per cent (\$7) dividend. 961, gross receipts totalled million. After cutting the ty in for its share of the re , then deducting the cost of ting and maintaining the the company showed a sion tickets account for most the gross, but the company grants and from the radio and antennas that have osted the tower's height from 4 feet to 1,009 feet. As director Vannesson noted

r and better."

appily: "Everything just gets

Alimony is like buying oats for

## Paris Has A Real Gold Mine In The Sky

things, but the Eiffel Tower, that iron exclamation mark that points up the beauty of Paris, is a fine business proposition. In fact, the gloriously grotesque structure on the Left Bank of the Seine is a blue-chip corporaion that has become a bit of a gold mine in the sky for 3.000

Only nineteen of them showed ntly for Société de la Tour Eiffel's annual stockholders meeting in the handsomely dec-orated gray and green board-room on the ground floor of the tower's north pillar Charies Vannesson, a member of the nine-man board of directors, explained the small but congenial turnout thusly: "Holding stocks in the Eiffel Tower company is he having stocks in tranquility - no worries, no problems" That hasn't always been so

with the engineering masterpiece that Alexandre Gustave Eiffel built for the Paris exposition ndemning the tower as a monstrosity, campaigned right up to the eve of World War II to have ts 7,300 tons of lacy iron antled. But when the Nazis talked about cutting it up for scrap iron in 1942, even the estheticians suddenly realized that the tower was dear to the heart of every Frenchman. STILTED - Fred Berry says

The world's seventh ta structure easily outdraws such centuries-old classics as the Louvre Museum and the Cathedral of Notre Dame. Its three platforms — at 187 feet, 377 feet, and 899 feet — were visited by 1.8 million persons ear, a figure topped only nin's Tomb in Moscow wh drew 2.3 million reverent Communists. (The Washington Monmment attracted 1.6 million vistors and the Empire State

tertaining in Great Britain for three centuries and Britain's showmen are celebrating the fact Although the tower is technithis year. cally the property of the city The first recorded Punch and Judy show is thought to have been 300 years ago on the porrivately operated ever since raise the \$1.6 million he needed tico of the "actors' church" o put it up. The city contributed St. Paul's, Covent Garden, Lon-\$300,000 of the funds, was given don. A special tablet was placed in the portico at a service for title to the tower, then in what is one of the earliest lease-back arrangements on record, gave Punch and Judy men and their dogs a few weeks ago. company the concession to

The traditional melodrama has changed little. Mr. Punch gets tough with Judy, outwits a beadle, an undertaker, a ghost and the devil himself, and hangs a hangman in his own noose. Although Punch and Judy shows in Britain can be traced back reliably for only 300 years, references to Mr. Punch have been found in ancient Egyptian hieroglyphics. His must be the

reach the ceiling better than

scaffolding for touch-up jobs.

It is the world's longest-run-

ning and most popular play. It

appeal to people of all ages. Punch and Judy have been en-

Here's The Oldest

Show On Earth

oldest show on earth.
Mr. Punch has also been discovered in Italy at the time of Julius Caesar, when he is be-lieved to have been a red-nosed hunchback who earned his living

A legend says that Punch originates from Pontius Pilate and Judy from Judas Iscariot. In Punch triumphs over everyone Somehow, the play is always up to date. Wherever there is Punch and Judy show, it attracts a crowd. The performers are all puppets, except for the dog, Toby, which is usually live. The showman produces the fa-

miliar high-pitched voice of Mr. Punch with a "swazzle" — a squeaker which he places in his mouth, and must be careful not A south coast Punch and Judy



Squeeze play takes place as workmen ease a garage house and a tree in Topeka, Kan. Mr. and Mrs. Meyer watch their garage play the biggest part.

than 1,500 shows a season on the beach says that he usually swallowed his swazzle about two or three times every season, but al-ways managed to retrieve it.

All good dog Tobys must have tage sense. Some showmen say that training a Toby is the most difficult and trying part of the whole business. One man bought a dozen dogs before he could find one that would take one that would take to it.

One of the most intelligent
Tobys on record was Billie, a Yorkshire terrier. It was stagestruck from the start, said its owner, and obviously loved its

Billie lived to the age of fourteen and appeared in more than 5,000 performances up and down the country, writes Ashley Brown in "Tit-Bits." Some old records say that

Punch and Judy shows were particularly popular in Britain in the days of Queen Anne. In those days Judy was often called Joan. A clause in the Magna Carta permits Punch and Judy shows in the streets of any town. Secrets of presenting the perfect Punch and Judy show have

sometimes been handed down from father to son in families for many generations. For years the strong-room of a London firm contained a cen-turies-old book of words for Punch and Judy — complete with all stage directions

During the 1939-45 war a Czech showman made so many quips against the Nazis during each that using stilts helps him to performance that the Gestapo arsted him He was interned, and the puppets were locked in an

nderground safe. The effect of seeing Punch knocking his wife about in the traditional manner is questioned frequently. Many adults have complained about the violence of Punch, but most psychologists say that it does not harm young-

"The presentation in Punch and Judy of a man and woman quarrelling appeals to the primitive in all of us, but it does us no harm because in such incidents lies the germ of domestic comedy," says an American psychologist.

## **Teenagers Have** A New MODEST Hero

At 22, Neil Sedaka well remembers his boyhood in Brooklyn, where, as he says, "I was a social flop. A big square!" The son of a taxicab driver, a bright boy with a gift for music, he wanted to be popular. At parties, they laughed when he sat down and Chopin. "They wanted to hear things they could dance to.' He opened last month in New York at Jack Silverman's International, a Broadway nightclub as large as some Catskill resorts. Performing such songs as "Stupid Cupid," "Happy Birthday Sweet Sixteen," and "Little Devil," he whipped out a refined rock-and-roll charm that has sold some 8 million records and earns him a quarter of a million dollars a year, as well as a pop-ularity that is all but overwhelmmost Punch and Judy shows | ing. He has had to abandon riding in the subways, for the kids except the jester, hence the phrase "as pleased as Punch." at those old Brooklyn parties have turned into an adoring, omnipresent mob. He has had 5.000 fans swarming to meet him at the Rio de Janeiro airport, breaking down the police barriers and braving the fire hoses. and has played to 30,000 people a night for a solid week in the of pizza at Coney Island he over-

> heard one teenager squeal to another: "Look, it's Neil Sedaka and . . . he eats!"
>
> What is left for him? The 140pound, green-eyed singer sat be-hind a huge walnut desk in his Rondak Enterprises office and said baldly: "I want to be more popular. I want Sedaka to be a household word."

The Manhattan debut at the International represents a turning point. Sedaka wants to move up into the adult market, with ballads and folk songs. But he wants to keep the rock-and-roll numbers, too, with the heavy beat and the triplet piano. Those will be for the teenagers. And he wants to write a Broadway musical. And he wants to keep up the serious music (he studied at Juilliard and was once chosen y Artur Rubinstein to play on WOXR). The move into popular music, however, he judges now to have been a good thing, "not just financially, but namewise." Some of his peers at Juilliard may have scoffed when he brought in "Stupid Cupid" to play in class, but they were obs." The hardest thing in the world, he claims, is to write

a simple tune.
Sedaka, père, is out of the taxi (he is road manager for his son), and Sedaka, fils, is in a white and Sedaka, fils, is in a white Cadillae convertible with black leather seats, but he still wants to be popular. "I want to be treated as a normal human betreated as a normal human being," he says, gesturing with a hand which casts a glint from a large tourmaline ring. "I want people to accept me for just the old Neil. But I guess it's impos-

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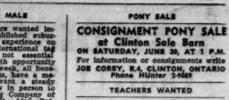
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a time-stairs or pills. Abe Mar-

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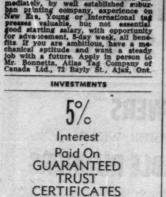
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the convicts escaped.