

THE
SUNDAY

Chronicle

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NORTH JERSEY'S ONLY WEEKLY PICTORIAL MAGAZINE



JUNE 3, 1962

VOL. XXXIV, No. 23



IN CIRCUS CIRCLES — Josette Rosmarin is one of the star attractions of the "Circus Bouglione," which will be repeated on NBC-TV's "International Showtime" series Friday, June 8. The program, taped in Paris, also features clowns, horses, lions, acrobats and puppets.

CARING FOR YOUR FAMILY

by Edith Clarke

Are You "Spoiling" Your Baby?

All conscientious parents seem to go through a period of doubt with a new baby. Are they spoiling the little one? Theories come at them from all directions! One grandparent believes in letting a child cry. Another advises plenty of cuddling. A neighbor suggests setting up a strict schedule, while an aunt thinks baby does best on his own schedule. And so it goes, until the confused parents have the feeling that they are at the mercy of a tiny tyrant.

As a general rule, an infant whose needs are satisfied is happy, undemanding and independent. A baby whose needs aren't met becomes fussy, fretful and clinging. No child is *born* spoiled, of course. Yet even the slightest child is born with his own temperament which reacts to your treatment of him. As a parent, your job is to teach him to trust you and to want to please you. This process is a gradual one — increasing as the child matures in understanding. Of course, parents often find that methods that work well with one child aren't effective at all with a second child. Each must be approached as a distinct personality.

Keep in mind that the best kind of discipline is a *reasonable* indulgence of baby's needs. Since an infant can only express his wants with his lungs, you must learn to interpret his cries much as you'd learn a new language! Is he wet? Is he frightened? Is he hungry? Does he hurt? Each of these problems can be dealt with.

If he's wet, his diaper gets changed and his skin patted smooth with petroleum jelly. Rub the petroleum jelly into the diaper area, making sure you reach



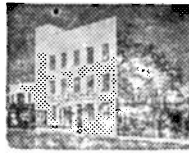
skin crevices and creases that are especially prone to irritation and diaper rash. A product like Vaseline Petroleum Jelly aids the skin in healing itself, protects the skin from the burning effects of diaper ammonia.

If he's frightened, he receives some loving reassurance until calm. If he's hungry (and hunger pains are very real for an infant), he should be fed. If he's hurt, you find the source of the discomfort and treat it.

Attending to the important needs of a child with firmness, efficiency and affection is not "spoiling". Rather, you are establishing the love and trust that form the basis of effective discipline and respect.

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170-172 Butler Street Paterson, N. J.

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VINCENT S. PARRILLO, Publisher

VINCENT N. PARRILLO, Managing Editor

Entered as Second Class matter August 24, 1926, at the Post Office at Paterson, N. J., under the act of March 3, 1879.

JUNE 3, 1962 — VOL. XXXIV, No. 23

Single Copy 10 Cents



\$4.00 a Year by Mail

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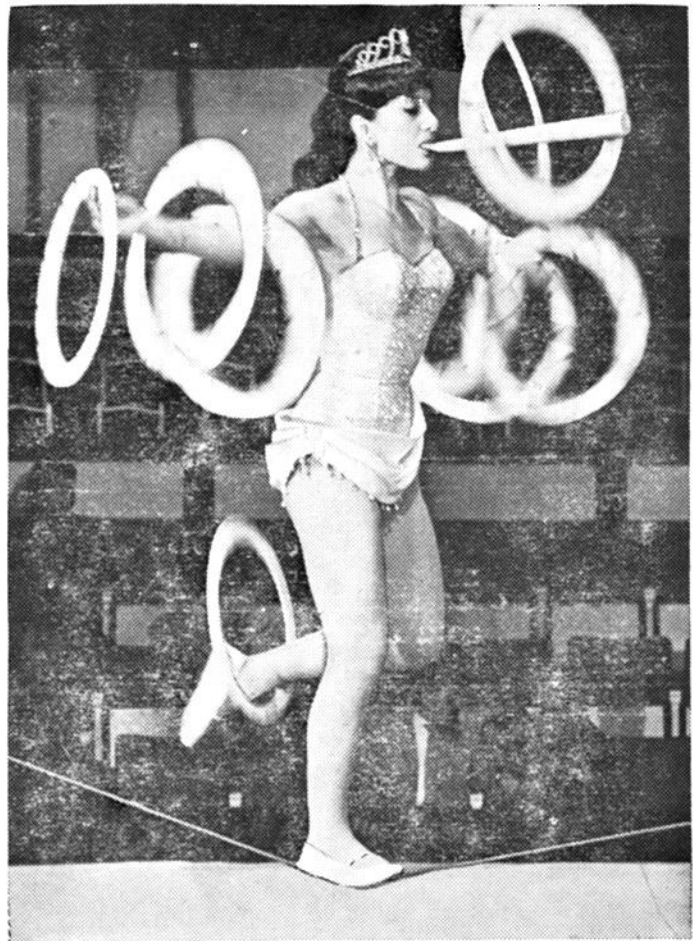
FEATURES

A Complete Short Story -----

DEPARTMENTS

Editorial -----

STORY OF TWO GENERATIONS — A West Berlin bar frequented by young Germans will be seen on the special program "Germany: Fathers and Sons" on the NBC-TV Network Friday, June 15. The program, with commentary by NBC News correspondent John Rich, will examine the problems of young Germans and their attitudes toward the older generation that lived through the Nazi era and World War Two. Producer is George A. Vicas.



BIG BROTHER—Joey Barnes (Joey Bishop, center) is convinced he must protect his kid sister, Stella (Marlo Thomas) from the attentions of her ballet instructor, Sascha Kerensky (Leonid Kinskey) in "A Letter from Stella," a repeat episode of NBC-TV's "Joey Bishop Show" Wednesday, June 6.

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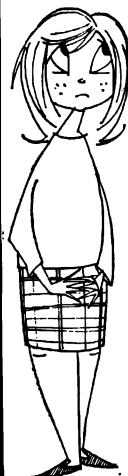
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YOUNG IDEAS
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Q: "I have heavy legs and I'd like to know how I could make them look thinner."

A: Keep your legs beautifully groomed and your feet always neatly shod. Avoid too-short, too-long or too-tight skirts... tinted stockings... oxfords, loafers or fussy round-toed shoes. Instead try the following fashion hints for size:

1. Your best skirt length:
one inch below the kneecap



2. Your best skirt: pleated

3. Your best shoe: a plain pump with a low-cut vamp and slightly pointed toe

4. Your best shoe colors: bone, tan, navy blue or black

5. Your best sports shoe:
sneakers worn without socks

6. Your best stocking: seamless and medium tan in tone



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FM



SOME FAD! SOME FOIBLE!—A full century of American crazes, vogues, styles, rages and novelties will be explored in "Fads and Foibles," a musical entertainment starring Art Carney (left), on NBC-TV's "Du Pont Show of the Week" Sunday. The program, produced by NBC Special Projects, will illustrate the idea that popular music expertly reflects the times in which it is popular. Illustration at right is for "Come Home, Father," a temperance song inspired by hatchet-wielding, anti-saloon crusader Carrie Nation.

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Correct Pronunciation

The average American reads only as fast as an eighth grader; that is, less than 200 words per minute. A few people may be able to get by at this low rate, but for anyone who depends upon reading to any extent—students, businessmen, professional people, those interested in civic affairs, book lovers, or even the average citizen who wants only to keep abreast with the world about him — this rate is hopelessly inadequate.

For example, it would take the average unskilled reader eight hundred hours (over twenty full work weeks!) to read thoroughly any sizeable Sunday paper, which may easily run to four hundred pages and a million words of text. It is perfectly true that no one wants to read every word of the Sunday paper, or every best seller, or every memorandum or form letter that crosses the desk or comes through the mail — but the sheer bulk of such material is indicative of the “reading problem” of our time. Unless you know how to tackle it you are at a serious disadvantage. You find yourself so overwhelmed by the flood of routine and largely unimportant material, you neglect what you really want to read, or really should read, simply because you never have the time.

Do you know how fast you now read? You can find out very easily.

Write down the exact time in minutes and seconds.

When you finish reading this article, note the time elapsed. You will have read a total of 600 words. Divide the number of minutes by 600 to find your exact reading rate in words per minute.

No matter what your present reading speed may be, research has proved that you can train yourself to at least double that rate in a very short time. Colleges, universities, and large business corporations all sponsor courses for exactly this purpose. They are aware that one of the greatest handicaps their students or employees face is an adequate reading rate. Now the Columbia University Study Program in Rapid Reading with Improved Retention offers a do-it-yourself course that can be taken at home during your leisure time. The Columbia Program is a division of, and is being distributed by, the Book-of-the-Month Club.

For years it was assumed that the slow reader was the sure reader, that rapid readers were careless or superficial—or both. Actually, studies have proved the opposite. The mind of the rapid reader is far more alert and eager than that of the slow reader. The fast reader tends to think as fast as he reads.

On the other hand it has been found that the slow reader is inclined to labor over each word, mouth them audibly or si-

lently to himself. Often he finds it necessary to look back every line or so to make sure he understands what he has read. His mental energy is absorbed wrestling with words rather than with the thought they are intended to convey.

Of course, rapid reading is no end in itself. Why read at all unless you remember what you have read? But the ability to read quickly and with complete comprehension has very little relation to one's intellectual capacity. It is an acquired facility much like driving a car or learning to speak French. Slow hesitant reading is simply the result of poor training. Statistics show that many children read faster and better than their parents. And though some eminent professors are rapid readers, some equally eminent cannot read as fast as their freshmen students.

groups rather than one word at a time, and to anticipate what's to come in the next word grouping — the next sentence, even the next paragraph. But as the Columbia University Program points out no one should try to read everything

The secret of rapid reading is learning to read word at the same rate of speed. Flexibility is important. For instance no matter what your average word-per-minute reading speed might be anyone tackling Einstein's Theory of Relativity — or for that matter instructions governing your Federal Income Tax Returns — would be well advised to read with slow and exacting care. On the other hand, many ordinary form letters, memorandums, or articles of transient interest may be rapidly skimmed. Coverage of the morning paper by the properly trained reader can easily be whittled down to 20 minutes a day.

It all depends upon training — acquiring the specific techniques called for by the demands of various reading material. These techniques are easily mastered; they involve practice in retention, practice in increasing your eye-span — literally training your eyes to “see wider” — and vocabulary drill.

Many rapid reading clinics, including the Columbia Program, utilize a special device which features a pacing bar. By adjusting the speed at which the bar descends the printed page you are forced to read at an ever increasing speed.

Now to discover your present reading speed. When you finish reading this sentence you will have read 600 words. Check your time. Divide this into 600 to get your word per minute rate.

If your word per minute rate for an article similar to this is less than 500 words per minute, you owe it to yourself to investigate a rapid reading course today!



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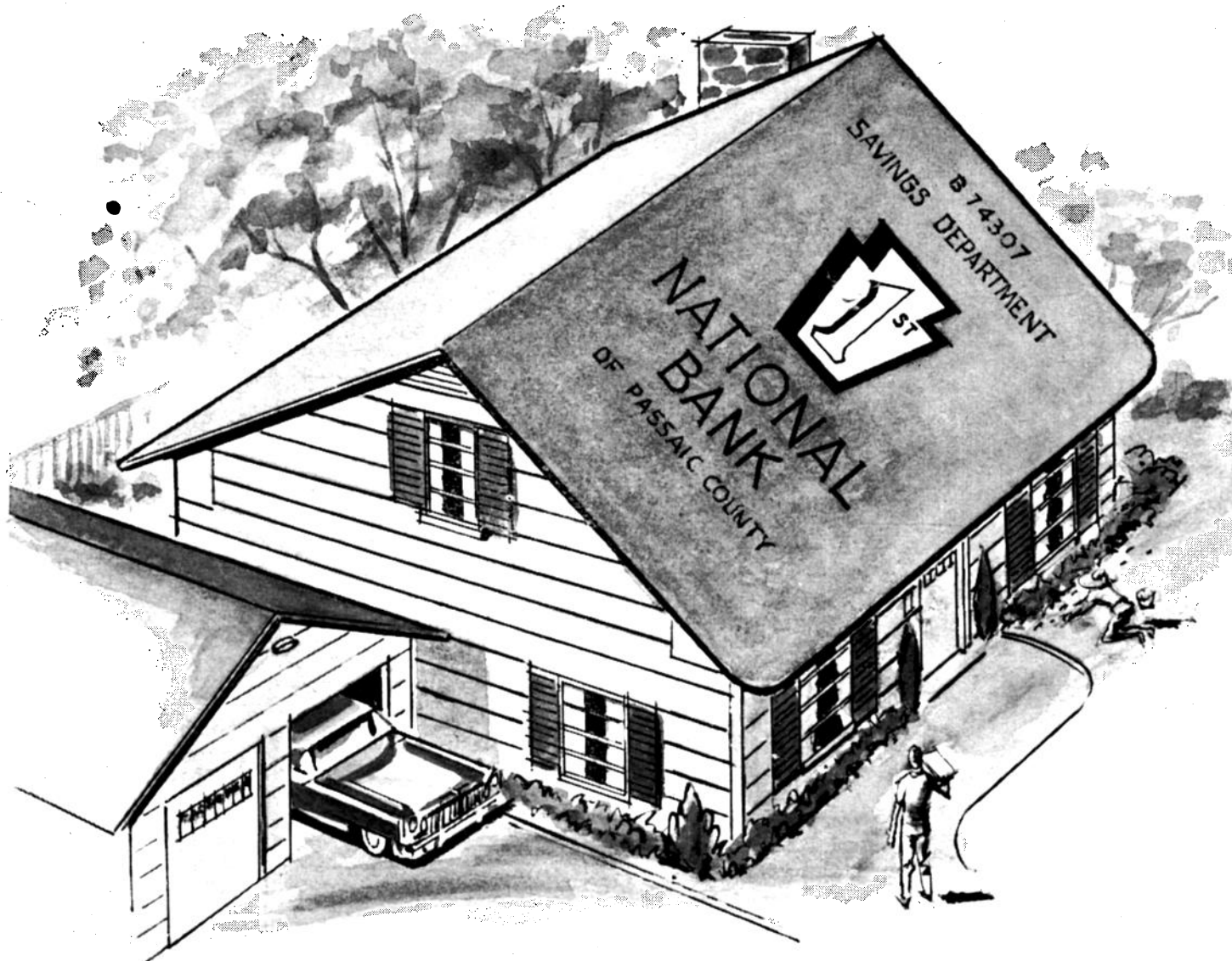
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