

# Lavish Claims May Help One Recognize the Quack

It is not difficult to tell the difference between a quack and a properly qualified practitioner of medicine. It is not so easy, however, to convince people who are attracted to quacks that they are being duped and deceived. That is because the quack tends to promise the impossible in a field where too many people long for the impossible—eternal youth, perpetually perfect health, and escape from the inevitability of death.

The quack can easily be detected by the fact that he makes sweeping claims, un- supported by scientific evidence. The more diseases he purports to cure by his secret formula or his miraculous machine, the more skeptical you ought to be. One sure- fire way to separate the quack from the authentic physician is that, while the physician does not advertise, the quack often does—lavishly, flamboyantly, using the testi- monials of patients. More modern quacks use more sub- tle forms of advertising. Al- most all claim they are being either ignored or by perse-

cutted by the medical profes- sion.

MANY OF THE products and devices used by the quack are in themselves harm- less, although some of them may actually be detrimental to the patient. The real dan- ger of relying on quackery, however, is that the patient, lulled by false security, may postpone the visit he ought to make to a physician to have his illness diagnosed and treated. In many instances, this delay can mean the differ- ence between life and death.

The widespread fear of growing old provides a rich harvest for the quack. That's why they offer such a profu- sion of treatments which promise to keep you thin, re- store your hair, banish wrin- kles, and preserve sexual powers.

The complexity of modern medicine is difficult for many ill people to understand. They resist and resent the amount of time which is often re- quired to diagnose a disorder. They are disappointed to find out that what works for one patient doesn't necessarily work for the next one. The quack, on the other hand, of- fers them simple, all-purpose remedies; such natural ele- ments as water, sun, and steam constitute the basic elements in some quack ther- apy.

MANY PATIENTS, in de- fense of their pet form of quackery, will cite very con- vincing evidence of cure. What they fail to take into account is the fact that in a certain number of illnesses, the patient will get well whether he is treated or not. In other prolonged, stubborn illnesses, there is spontane- ous relief from symptoms for a period of time, and the patient believes he is cured. If the patient has been in the hands of a quack, the quack gets the credit for the cure. In other cases, the patient re- covers or seems to recover because of his profound faith in the magical powers of the treatment. Such a cure may indeed be effective—provid- ing there was no organic basis for the illness in the first place.

Many people dread the un- welcome truth concerning their health problems and will pay the quack's price (often an exorbitant one) to be told that their illness can be treated painlessly and cured swiftly. The quack never ad- mits failure or acknowledges limitations.

# Spot Checking

Food ★ Fun ★ Frolic  
By Bill Whitman

## Nellie Lutcher Back in Town

Now if you follow your ads real closely, you'll note that this wild swinger of songs and rhythms is booked into Sam Fain-lia's San Franciscan for a limited time only so let's not sweat the small stuff!

No newcomer to the San Franciscan, Miss Lutcher moves into this popular Tor- rance spot on Sepulveda at Crenshaw for a four-day gig Wednesday thru Satur- day... and, fans, she opens like... a week from tonite the twenty-fifth!

For all you Nellie Lutcher buffs, this has got to be a "real gas" so don't hold back on your reservations. Remem- ber, there's limited space at the San Franciscan!

Sam, who, incidentally is an old friend of this great en- tertainer, has gone to a bit of trouble to get her to come to Torrance and regale you with her "stuff," both old and new. We'll look for you there a week from to-nite and hope to see y'all there some time during Nellie's stint!

Say now, took a swing down to the tip of the Palos Verdes Peninsula last Friday nite (fog and all) to hear a group that you've got to listen to to believe. They're the Multi- Sounds and it's at the Galley West Restaurant. You know down there at Marine- land... where the "sea" meets the "see."

But in this case, it's not only the "see" but the "hear" as well 'cause if you've never heard these three cats move out with those great sounds, you'll never have anything about which to tell your grandchildren. Zounds, what sounds!

They're Jim Rosa, who was formerly with Big Tiny Little, whom you'll all remember from "the old days" at Mar- ineland, who beats hell out of the trumpet, sax and valve- slip-horn; former Ray An- thony man Paul Andrews who turns a vocal into a song while thumping the bass; and Gene Meigs makes with the piano and then "doubles" around and does things with the vibes you wouldn't be- lieve.

It's easy to understand why they call themselves The Multi-Sounds! They are truly, multiple. Danceable as well as listenable and you can pick-up on them any one of these nites at The Galley West Restaurant at Marine- land, down there on the tip of the peninsula. Try 'em one



YOU'RE INN... That is if you're with the Ramada Inn guys. They're shown recently enjoying some of Chef-Owner-Operator Dick Berg's (second from left) quality cuisine at Dick Berg's Caesars in Torrance. They're Arthur Clark, Berg, James Rickert and Bill Myers.

of these nites soon and live a little.

You've got something waiting for you at "Rip" Van Win- kle's House of Prime Capri Room on Western

Kitty Paige is now back at the piano bar three nites a week and that ain't all! The prices have been reduced, both from the kitchen as well as the bar.

Van's now reopened for luncheons seven days a week, featuring complete lunches as

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ZOUNDS, WHAT SOUNDS... And they all come from The Multi Sounds now playing at the Galley West Restaurant at Marineland. Go with Jim Rosa, Paul Andrews and Gene Meigs, and you've got a swingin' trio for your dancing and listening pleasure.

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