

JUN 17 1965 *Byfaller*

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In the Mind Pills Are Cure-Alls To Some

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After a week of taking three pills a day, the 15 reported back and 14 said the pills had helped them. Four insisted the pills were the "most effective ever prescribed for them."

The 15th patient stopped taking the pills because her husband made fun of her for wasting her money on "sugar pills."

Sugar Pills Helpful to 14 Neurotics

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Any Old Pills 'Effective'

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Sugary Pills Work Wonders; 14 Are 'Cured'

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They Can Fool 'em All the Time

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Sugar Pills Do the Job

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JUN 22 1965 *Byfall*

SUGAR PILLS AS SWEET BY ANY NAME

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The 15th patient stopped taking the pills because her husband made fun of her for wasting money on "sugar pills."

THE GARY POST-TRIBUNE
NORTHWEST INDIANA'S
LEADING NEWSPAPER
D. 65,267 SUN. 65,933

JUN 16 1965 *Byfall*

Neurotics Say Sugar Pills Help Them Feel Better

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ERIE DAILY TIMES
ERIE, PA.
D. 55,463

JUN 25 1965 *Byfall*

Sweet Cure-All Pill

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JUN 16 1965 *Byfall*

Told Pills Sugar, 14 Neurotics Still Say They Help

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The 15th patient stopped taking the pills because her husband made fun of her for wasting her money on "sugar pills."

The Grand Rapids Press
GRAND RAPIDS, MICH.
D. 120,931 SUN. 113,625

JUN 17 1965 *Byfall*

Neurotics 'Benefi'

14 or 15 Say Sugar Pills Aid Them

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The Grand Rapids Press
GRAND RAPIDS, MICH.
D. 120,931 SUN. 113,625

JUN 21 1965 *Byfall*

Sugar Pills

For years doctors have been practicing a small but wholly justifiable deception on some of their patients. They have given placebos—sugar pills—to patients who needed no apparent medication but wanted it anyway.

Of course the doctors haven't been in the habit of telling such patients that the pills they were taking were only sugar. In their ignorance, many of these patients have effected remarkable recoveries from their fancied ailments. Now medical school psychiatrists at Johns Hopkins University have extended their experiments in this direction. They have been telling neurotic patients that there is only sugar in those pills.

The surprising thing is that of 15 such patients who were given placebos, 14 reported miraculous improvements after only one week. The fifteenth patient stopped taking them because her husband said it was a silly waste of money.

JUN 17 1965

Byfaller

Sugar Pill Twist Tried

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OKLAHOMA CITY TIMES
D. 123,833

JUN 16 1965

Byfaller

Sugar Pills Effective

BALTIMORE (AP) — Drs. Lee Park and Lino Covi, Johns Hopkins medical school psychiatrists, gave pills containing only sugar to 15 patients classified as neurotics with signs of anxiety — and told them exactly what they were getting.

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Columbus Evening Dispatch

COLUMBUS, OHIO
D. 215,317 SUN. 300,275

JUN 17 1965

Byfaller

Sweet Science

APPARENTLY you have to be fairly jolt-proof to be a practicing psychiatrist. Otherwise, recent findings of a couple of researchers at Johns Hopkins Medical school could be disillusioning as all get out.

TWO DOCTORS, Lee C. Park and Lino Covi, discovered a simple way to relieve the symptoms of a mental malaise that doesn't actually exist. They found by giving pills containing nothing more than sugar to 15 sufferers from neurotic anxiety they could ease the patients' misery.

What is more the patients all were told they were getting nothing more than sugar pills.

OF THE group, 14 reported the pills helped them. Four said the placebos were "the most effective" ever prescribed for them.

Only one woman of the 15 subjects stopped taking the pills. Her husband kidded her out of wasting her money on sugar pills.

She may have the clearest clue to her problem of the whole test group. It sort of makes one wonder, doesn't it?

THE RICHMOND NEWS LEADER
RICHMOND, VIRGINIA

PAGE ONE
CERTIFIED

JUN 16 1965

Byfaller

ST. LOUIS POST-DISPATCH
D. 342,882 SUN. 555,639

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14 GET BETTER ON SUGAR PILLS LABELED AS SUCH

BALTIMORE, June 16 (AP)—Two Johns Hopkins medical school psychiatrists have come up with a new twist on the idea that any old pill will help some persons.

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Yes, Any Old Pill Can Aid Some People

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People

A Poor Little Rich Woman's Woes

● **MABLE PHILLIPS**, 73, a spinster who won \$260,000 in a London football pool last month, says she is leaving England—destination undisclosed. "I'm beginning to wish I had never won the money," Miss Phillips said. "I'm fed up with all the begging letters, the proposals of marriage—and all the friends I've suddenly found. All I want is a little peace and quiet, and the only way I shall get it is to leave the country." Miss Phillips, who has no relatives, says she plans to spend all the money. "I haven't decided how yet, but every last penny will go," she said.

● **SINGER MARILYN HORNE** was reported doing well today after giving birth to an 8-pound, 6-ounce girl at Cedars of Lebanon Hospital in Hollywood. The child is the first for Miss Horne, 30, and her husband, Henry Lewis, 32, music director of the Los Angeles Opera Company.



ROBERT
GOULET

● **SINGER ROBERT GOULET** went to New York today for medical consultation about a throat ailment that kept him out of a performance at the Kenley Playhouse in Warren, Ohio. In a hoarse voice, he told the audience he was unable to appear because a blood vessel in his vocal cords had burst. He hopes to return in a day or two to resume the lead role in "Carousel." Goulet's wife, **Carol Lawrence**, is in the cast. **Stephen Douglas** has replaced Goulet.

● **GIAN CARLO MENOTTI**, American composer, has announced his Spoleto Festival of Two Worlds, which opens June 24 at Spoleto, north of Rome, will feature a ballet with music by **Ezra Pound**, the expatriate American poet.

● **KING HUSSEIN** is recovering rapidly from injuries suffered in an auto accident May 28, his physician reports in Amman, Jordan.

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SUGAR PILLS HELPFUL, SAY 15 NEUROTICS

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The Atlanta Journal
"COVERS DIXIE LIKE THE DEW"
D. 245,376

JUN 17 1965

PLACEBOES WITH A PURPOSE

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PEOPLE
IN THE
NEWS

Anxiety Sweetened, Patients Improve

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Democrat and Chronicle
ROCHESTER, N. Y.
D. 136,458 SUN. 203,689

JUN 17 1965 *Buffell*

Neurotic 'Pill' All in Mind

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RECORD AMERICAN
BOSTON, MASS.
D. 450,248

JUN 17 1965 *Buffell*

Sugar Pill Just Right for Them

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AGRICULTURE SUPPLEMENT

BY THE TIMES PUBLISHING
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PRICE 9D AND COST OF
AIR CARRIAGE

ARTER

TECHNICAL INFORMATION NOTICES

Policy for Steam—No. 611

SWEET DECEPTION

THE normal reaction to medical placebos has been elaborated by American doctors. Fourteen patients were given plain sugar pills, and were told as much. Nearly half persisted in believing the pills were something bigger, better or different.

But the fact that all 14 felt better anyway shows that belief is a powerful if wayward factor in life.

Steam engineers presented with the profitable case for recovering heat from such "waste" sources as condensate and boiler blow-down could perhaps be pardoned the old doubt.

This could be because the case as we present it in our new Information Sheet "Waste Heat in the Boilerhouse" seems too sweet to be true. True, nonetheless it is.

SPIRAX-SARCO Ltd., Cheltenham.

London Times

SIGNS OF ANXIETY? MAYBE YOU NEED SOME SUGAR PILLS

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