

## Editor's notes:

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What attracts men to certain women? Apparently the colour red is enough to do the trick.

In research on the relationship between colour and human behaviour, a University of Rochester study has revealed the impact that colour can have on men without their awareness.

In the study, the male participants looked at pictures of women who were variously framed in different colours -- red, grey, green, or blue. They also viewed photos of the same women with their shirt colours digitally changed. In both cases, the women shown either framed in the colour red or wearing the colour red were rated more significantly attractive and sexually desirable by the men. Red did not increase attractiveness ratings for females rating other females.

The colour did not affect how men rated women in terms of likeability, intelligence, or kindness. Males of other species of mammals are also known to be attracted to the colour red, which leads researchers to believe that the aphrodisiacal effect of red may have deep biological roots.

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Everyone 'knows' that on February 2, a groundhog coming out of its burrow to look for its shadow will either signal an early end to winter or predict another six weeks of snow and cold weather. It may not be science, but Groundhog Day has become a major event in many North American towns and cities.

How did it start? Many historians believe that Groundhog Day is related to Candlemas Day, a medieval Christian celebration that falls on February 2. An old sailor's saying from English lore states:

*If Candlemas Day is clear and bright,  
winter will have another bite.  
If Candlemas Day brings cloud and rain,  
winter is gone and will not come again.*

Another possible source for the belief may be the fact that the first official day of spring in the Northern Hemisphere's western lands comes almost seven weeks after February 2, while under the early Julian calendar, the spring equinox fell on March 16 -- exactly six weeks after February 2. Groundhog Day may reflect the confusion created by dueling calendars.



**H a p p y V a l e n t i n e ' s D a y !**

## De-clutter Your Psychic Space

Your office and attic aren't the only places in need of periodic cleaning and organizing.

The stuff you carry around in your head and heart do more than take up mental space. They can stop you from being content.

Here are some ways you can de-clutter your insides:

- 1. Let go of grudges.** Why carry a grudge to the grave? Put the past behind you. Try writing a letter to the person you're angry with. You don't have to send it, but just putting the incident down in black and white (or pastel-coloured ink, if that's your style) can help you get past it.
- 2. Unload burdensome friends.** Take an honest look at the people in your life. Break ties with those who don't support you, or who are incompatible with your values and goals.
- 3. Put the gavel away.** Being judgmental only closes you off from learning something from others. Don't judge so quickly; listen first.
- 4. Be willing to be wrong.** Don't be afraid to make the occasional mistake. When you do, acknowledge it. You can waste a lot of energy trying to keep up the facade that you're always right (or perfect).

## February 14 -- A Day for Love and Romance

Valentine's Day, as a day to celebrate romance, began to take off in the late 18th century, when a British publisher brought out a book called *The Young Man's Valentine Writer*, full of sentimental poems for lovers unable to compose their own romantic messages.

Over the years, as printing technology improved, it became easy and convenient for people to express their love. By the mid 1800s, it was standard practice to declare your love on specially embossed paper. Today, over 1 billion Valentine's Day cards are sent every year. This day of love and romance is celebrated in Canada, United States, Mexico, the United Kingdom, France, and Australia.

### Helix Sameday Service Cut-off Time Extended

The availability of our most economical 'Sameday' service has been extended from a cutoff time of 11:00am to 12:30pm. We always try to be flexible and to accommodate ourselves to our customers' needs.

# Celebrate Valentine's Day with these famous lovers

Valentine's Day celebrates love and happiness, and although real life offers plenty of true stories with happily-ever-after endings, many of us look to literature for inspiring tales of passion's power. Get in the mood for love by rereading the novels, plays, and poetry about these famous lovers (not all of whom lived happily every after):

• **Romeo and Juliet** -- Shakespeare's tragic tale of young love: Teenagers from feuding families meet, fall in love, marry, and ultimately end their lives rather than live without each other.

• **Tristan and Isolde** -- A medieval tale of doomed love. Tristan falls in love with Isolde, who is betrothed to his uncle, Mark, King of Cornwall. Despite their enduring love, they are forced to marry others.

• **Odysseus and Penelope** -- A happy ending for this one. Penelope remains faithful to her absent husband for 20 long years; Odysseus persists in his quest to return home after the Trojan War. Both overcome temptations and obstacles to be reunited at last.

• **Jane Eyre and Mr. Rochester** -- Charlotte Bronte's classic 19th-century novel tells the tale of a young governess and a gruff, lonely landowner with a dark secret. But love triumphs in the end.

• **Ralph and Alice Kramden** -- OK, not a book, play, or poem, but a classic TV show. Despite bickering, working-class struggles, and the occasional threat by Ralph to send Alice "to the moon!" the couple stayed together with love and devotion -- and lots of laughter -- for years and years.

## Green = Green.

We are always on the look for ways to save money at Helix. In order to keep our rates low, we have to keep our costs low. Occasionally, we are able to save 'green' in a 'green' way, by cutting down on unnecessary resource use. Our staff has redesigned our invoices and statements in a way that will cut our paper use by about thirty percent. Hooray for the trees! The changes will also cut ink consumption on our printers.

Speaking of money, I have always been fond of finding little tricks and shortcuts to make quick mental calculations without having to resort to pen and paper or calculator. Years ago, I came across something called the Rule of 72. I have found it to be a very useful tool over the years for things like investment and retirement planning. The excerpt below is from a booklet I am writing called **The Success Primer -- Financial Planning for Beginners** that will be available soon on Amazon for the Kindle ebook reader. If you would like a free copy in PDF format, please send an email to [spedde@helixcourier.com](mailto:spedde@helixcourier.com) with 'Success Primer' in the subject line. All I ask is that you allow Helix to add your email address to our update list. Every month, we will send you the Helix Courier Limited Messenger newsletter by email and occasionally announce some new service or news about Helix.

We will not spam you or pass your information on to anyone else. Thanks! -- *Sieg Pedde, President, Helix Courier Limited*

## The Rule of 72

There is a handy little device, in the world of investing, called "the rule of 72". If you take the rate of interest, or other income, expressed as a percentage of your original investment, and divide it into 72, you will get the number of years it takes to double your money, assuming that all income is re-invested at the same rate. For example, let's say that you get an interest rate of 12%. If you divide 12 into 72, the answer is 6. Therefore it would take 6 years to double your money at 12%.

Let's take a closer look at compounding in this context. Let's say that you have \$1,000 to invest, and that someone is willing to give you a guaranteed return of 12%, and that he will re invest each year's interest for you, and give you the same 12% interest rate on your re invested interest, thereby giving you compound interest.

Year #	Original Investment	Rate of Return	Interest Earned	Total Value
1	\$1,000.00	12%	\$120.00	\$1,120.00
2	\$1,120.00	12%	\$134.40	\$1,254.40
3	\$1,254.40	12%	\$150.53	\$1,404.93
4	\$1,404.93	12%	\$168.60	\$1,573.52
5	\$1,573.52	12%	\$188.82	\$1,762.34
6	\$1,762.34	12%	\$211.48	\$1,973.82

To use this example, you are just short of having doubled your money in 6 years. The rule of 72 isn't exact, but it's a great shortcut when you don't have a computer or a calculator handy. More importantly, this example shows you the importance of compounding interest. You get interest on your investment, and then interest on your interest. Your money works for you, tirelessly, and the longer you have it working for you, the greater your return will be.

## The RULE OF 72 IN INFLATION

The Rule of 72 also works when you are estimating the effect of inflation on your purchasing power. Divide the inflation rate (say 6%) into 72 and you get 12. That's the number of years it will take for your purchasing power to be cut in half -- assuming an average inflation rate of 6% over the 12 years.