



By STEVE DODGE
Of the Emerald

Type, n. Pestilent bits of metal suspected of destroying civilization and enlightenment despite their obvious agency in this incomparable dictionary.

Ambrose Bierce,
The Devil's Dictionary

If Ambrose Bierce hadn't disappeared into Mexico in 1913, he probably would have had a few similar words for television. But since he wasn't around we'll have to settle for other forms of feedback:

In a survey conducted by the San Francisco Examiner, the Tickle deodorant commercial was rated the worst in the country, followed by Pepto-Bismol's "disgustingly distorted acid indigestion sufferers."

Other "winners" in the Examiner's "most-hated commercials" letter poll were: Geritol, Clorox and its spokesman who tears clothes in half, Schlitz beer for its ads "threatening to kill you if you don't drink Schlitz" and Charmin bathroom tissue's "Mr. Whipple" series.

Also mentioned were the Sucrets commercial in which the man wakes up his wife to complain he

Watching the River Flow

has a cold, and in case you didn't guess, the Wisk series on "ring around the collar."

Not to be outdone, the Christian Science Monitor, which despite the name is not a religious newspaper, ran a poll of its own. The Monitor poll, however, concerned TV shows.

Experts in various fields and readers were asked to comment on TV programming. The results showed that teachers liked "Welcome Back Kotter" (ABC) and that police officers liked Barney Miller" (ABC) and "Police Story" (CBS).

The shows that received the most criticism were "Baretta" (ABC) and "Soap" (ABC), followed by "Good Times" (CBS) and "What's Happening" (ABC).

The experts agreed that series television on the three networks was mainly a group of stereotypes interrupted by commercials featuring the same stereotypes. Over and over again, according to the Monitor, readers praised the Public Broadcasting Service (PBS) and claimed they watched only PBS regularly, with network-viewing time limited largely to a few carefully selected series, mini-series and specials.

In still another poll, Iowans were asked by the Des Moines Sunday Register to rank 39 governmental, business, religious and social institutions.

The top six were, in order; God, the Iowa Highway Patrol, financial institutions, the medical profession, hospitals and organized religion.

The poll also revealed Iowans have more confidence in grocery stores than in the FBI.

Johnny Carson had a few "true stories" to relate the other night.

"A man in Buffalo," he said, "walked into a department store with money glued on his face and demanded a ski mask."

And speaking of the recent burning of 8 tons of marijuana in the City of Eugene's steam heat system: "95 percent of the residents in the city's nursing homes recorded rock albums that night."

When Oregon Gov. Bob Straub journeyed to the Mexican province of Sonora recently, the

Mexican governor asked him how to increase tourism there.

According to a close friend, Straub noted the abundant litter in the province and recommended the Oregon Bottle bill. Straub is reportedly sending the Mexican governor information on the bill.

The Japanese have introduced a record player that uses a laser beam instead of a needle, and doesn't wear out records, according to the Associated Press.

A small laser gun on the turntable casts a beam on a 12-inch wide silvery disc rotating 1,800 times a minute.

Characteristics of the disk's 54,000 grooves are turned into sound that is reproduced through speakers. A regular poly vinyl disk is used on the player.

It had been so long (Six years) since the Grateful Dead visited Eugene that their road manager called the University Main Desk in the EMU for information on hotel accommodations and how to get to campus from the airport.

Health official says inoculation beats flu

WASHINGTON (AP) — The risks from dying of influenza are 1,000 times greater than the risks of dying from vaccination, a government health official said Monday.

Dr. William Foege, director of the Center for Disease Control (CDC), made the assertion to a panel of experts considering whether to recommend a mass inoculation campaign against the Russian flu. The new flu strain broke out in Cheyenne, Wyo., recently and is expected to spread later this winter or next winter.

Foege sought to allay the fears raised by the problem-plagued swine flu inoculation campaign of 1976.

The swine flu inoculation campaign in 1976 came to a rapid halt after some persons who were inoculated contracted Guillain-Barre Syndrome, a paralyzing disease that can lead to death. The swine flu epidemic never occurred.

Although considered relatively mild, the Russian flu has spread rapidly among children in the Soviet Union and elsewhere in Europe and Asia. It struck more

than 30 percent of children 14 and younger in Leningrad in recent weeks, according to reports relayed by U.S. health researchers who visited Moscow last week.

Russian flu is an A-type flu strain similar to viruses that caused outbreaks of flu around the world from 1947 to 1950. Fifteen states currently report widespread outbreaks of the more familiar A-Victoria and A-Texas flu, which also occurred last winter.

Americans between ages 24 and 50 are considered to have some immunity to the Russian flu, while children and young adults are the prime targets. Federal health officials said persons over 50 also are in the high-risk groups, particularly because the elderly run the highest risk of serious illness or death from the flu.

Although one drug-maker is preparing to start production of a Russian flu vaccine, the vaccine won't be ready for at least two months, when the current flu season will be drawing to a close.

Federal health officials decided last year that the increased risk of Guillain-Barre was likely to occur with any influenza vaccination. The risk is up to 12 times greater for several weeks after the shot.

But the syndrome also occurs naturally among people who are not vaccinated. The CDC found that half the 1,100 cases of the syndrome reported nationwide from October 1976 through January 1977 involved persons who did not get swine flu shots. About 550 persons, half from each group, died.

Foege stressed that the risks from inoculation were relatively small, roughly one in two million, or 0.5 per million. That is less than the 0.59 deaths per million caused by lightning each year, he said.

Foege said six to nine cases of the syndrome occur naturally in each million persons annually. With vaccination, the number is four per million among persons aged 18 to 24, but 10 per million for those over 50. The over-all death rate is 5 percent of those who contract the syndrome, but it is 12.5 percent for those 65 or older.



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