

Magazine Suggests Advertising Plan

Portland — Crow's Lumber Digest, leading Portland lumber marketing trade magazine, issues a call to arms to the lumber industry in its issue of April 28.

The lead article by Senior Editor Bob Smith demands that lumbermen snap out of their inertia and join in a \$5,000,000 industry-wide advertising-merchandising program to promote the use of wood products.

The Digest feature describes lumber's current depressed condition, whipsawed as it is between declining markets and red hot competitors working night and day to take over lumber's one last stronghold, the private house.

The solution urged by the Digest is the same that has been used by other declining industries, namely a large industry-wide advertising-merchandising program. The Digest says that if all of the approximately 100,000 businesses which make their living from lumber would contribute just \$50 per year a total fund of \$5,000,000 would be available for a really effective advertising campaign.

With housing starts down 16 per cent, the lumber industry needs remedial action and soon, says the Digest.

Pay Increase Refused For Remodeling Job

Potosky, Mich. — (U.P.) — City Clerk Virginia Hubbard recently refused a pay hike voted by the city council and asked that the money be used to improve the office she shares with the city treasurer.

The office improvements would make it an "easier place to work and serve the public," she said.

The council asked Mrs. Hubbard to submit sketches of proposed changes.

MEDFORD TRIBUNE

United Press—Full Leased Wire
Pages 1 to 10 MEDFORD, OREGON, THURSDAY, APRIL 25, 1957 Third Section

Influenza Fatality Rate Lowered In Recent Years But Still Threat

Editor's note: The "five great killers," the diseases that account for the greatest mortality rate among adult Americans, are heart disease, cancer, cerebral hemorrhage, pneumonia influenza and diabetes.

The United Press asked five outstanding authorities in those fields to write a simplified account of the causes, symptoms, treatment, prevention and possibility of conquering the "killers."

By DR. DORLAND J. DAVIS
Scientific Director, National Institute of Allergy and Infectious Diseases, Washington
Written for United Press

INFLUENZA AND PNEUMONIA

1.—How great a killer? Is the rate of incidence or death increasing or decreasing?

In recent years, influenza has not been the cause of high death rate as has been observed some time in the past. However, the history of epidemics indicates that from time to time, for reasons not now known, it may appear in severe form. Thus the disease is always a potential threat. The experience of the 1918 epidemic was probably the most serious epidemic in recent times but since then, while the disease has been prevalent, the fatality rate has been reduced. Influenza has occurred during the winter months in recent years and is usually associated with an increased number of deaths in the aged and debilitated and is always a cause of loss of productive work time. Pneumonia is often associated with influenza, particularly in fatal cases.

2. What causes these diseases? It has been known for about 25 years that influenza is caused by

a specific virus and transmitted from person to person. There are at least three types of influenza which cause similar clinical disease but which have different epidemiologic and immune characteristics. Pneumonia is caused by a number of different bacteria or viruses and its characteristics will depend upon the kind of organism causing the disease. It is frequently associated with other illnesses, such as influenza or persons suffering with chronic disease.

3. What are the outstanding symptoms?

Influenza is characterized by fever, severe generalized aching of head and body, prostration, difficulty in breathing, and pain in the chest. Symptoms vary depending upon the organism causing the illness and other associated disease.

4. How can these diseases more effectively be prevented?

It is not clear that any specific measures will prevent these diseases in any significant amount, but the general hygienic practices—living in well-sanitized and healthful surroundings and proper medical attention at the onset of illness—should do much to prevent their development and reduce the seriousness of the disease. For certain population groups, such as military or school, vaccination against influenza is found effective. It might also be applied to older people who run greatest mortality risk from the disease.

5. How can they most effectively be treated?

Both influenza and pneumonia can be serious diseases and de-

serve immediate expert medical attention. Some of the pneumonias can be effectively treated with anti-bacterial agents, such as antibiotics, but these should be administered under the direction of a physician. At present, there is no known specific therapeutic drug which will alter the course of the disease caused by an influenza virus. However, the pneumonia complications of influenza are frequently effectively treated by antibiotics.

6. What progress has been made in recent years in curbing these diseases?

Continued studies on vaccines against influenza have been supported by the military and Public Health Service groups with the hope that more effective preventive vaccine will be developed. Results encourage continued work both as to the epidemiologic characteristics of these diseases and the development of a proved vaccine. New antibacterial agents are being found which have increasing effectiveness against the various organisms causing pneumonia, so that physicians are now better able to treat these diseases than they were before.

San Francisco — (U.P.) — Harry McClintock, radio star of the 20s and composer of "The Big Rock Candy Mountain," died at Kaiser hospital today at the age of 74.

Corvallis — (U.P.) — Roger Widness, a Corvallis sophomore, has been named news editor of the Barometer, student daily newspaper, at Oregon State college.

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