The Herald and News

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Getting Old

By BILL JENKINS

I guess I must be getting old and senile. At least so cautious that life may shortly become a pretty boring proposition. I was supposed to be in Alturas last night for a meeting of the Modoc Council of Natural Resources. In fact I swore that I'd be there come hell or high water.

When I drove home for lunch yesterday the slush line was well above the Plimsoll mark on the family car, large, forbidding snow flakes were filling the sky and the crack of doom was warming up in the dark pines behind the house.

So I decided to stay home, warm and snug, instead of driving a hundred miles through the snow and slush to join the gang in the dinner, sponsored, incidentally, by the Modoc cattlemen. No finer bunch in the world, an interesting meeting planned, a cozy cocktail hour preceding it, and here I let a little weather stand in the way.

I guess it's about time to buy a rocking chair, a shawl to wrap around my trembling shoulders and a stronger pair of reading glasses. The active life may be a thing of the past.

Guess all I can do is hope they'll have a meeting during the good weather some day.

Klamath Falls drew a very nice compliment from a Portland resident the other day which I'd like to pass along. Frank Branch Riley was the speaker at Knife and Fork club last week and in conjunction with his visit down here spent some time. While walking around he went into Van Orman's shoe store and looked over a pair. Van showed him the works, but Frank walked out without making a purchase. Yesterday I get a letter from him asking if I'd find the store (he couldn't remember the name but remembered about where it was) and tell 'em to send the shoes along to him.

He said ". . . someday I may learn to do all my shopping in a city like Klamath Falls where they really have the goods!"

Glad to do it, Mr. Riley. Anytime. And, too, always glad to hear nice people say nice things about our town.

I wish to go on record as saying that in my opinion yesterday, Feb. 21st, was as miserable and unpleasant a day weatherwise as it has ever been my personal experience to endure. Period!

Better Mousetrap

By DEB ADDISON

A hundred years ago, Ralph Waldo Emerson wrote, "If a man has good corn, or wood, or boards, or pigs to sell, or can make better chairs or knives, crucibles or church organs than anybody else, you will find a broad, hard-beaten road to his house, though it be in the woods."

That's the origin of the much more familiar "if you build a better mousetrap" proverb that has long been cited to prove that action is more important than advertising. But the adaptor of Emerson's words forgot the sentence just before that quoted above—"I trust a good deal to common fame, as we all must." For "common fame" read "advertising" and you'll see that the better mousetrap theory doesn't hold much water.

Nobody's going into the woods after mousetraps unless he knows why he's going.

That's the essential service of advertising — to tell which is the better mousetrap. Advertising tells you which mousetrap—whether it be an automobile or a can opener—has the best construction, the most efficient operation and the best adaptability to your needs and pocketbook. Only when you know that are you going to head for the woods—if you have to.

All the advertising in the world isn't going to sell an inferior product, and there's a long list of failures to prove it. But good products don't sell if people don't know about them, and there's almost as long a list of failures to prove that, too.

This is "Advertising Recognition Week." So it's a good time to pause for a moment and remember that here in America, advertising has helped us employ the most people to make the best mousetraps and the least expensive mousetraps in the world.

H.B.C.

By KEN McLEOD

HBC the familiar initials of the Hudson Bay Company has been carved deeply into the history of the West and today the company's stores in Canada are great modern establishments in the world of the white man. The HBC, however, has not lost touch with the past but to experience the contact with the primitive one must travel far to the north "inside" the Arctic. Richard Harrington gives up a picture of life at Coppermine, he writes:

"The inside of a Hudson Bay Company store in the Arctic is usually like a refrigerator, and this one was no exception. The nail heads on doors and walls were thickly frosted, and from experience I knew that you could not pick up a thing with bare hands without risking freezing your fingers. I almost froze mine just trying on some mitts.

"We spouted jets of steam as we spoke and the floor echoed with our stamping feet as Manning (the factor) showed me some ready - made 'kulitaks' (outer coats) and 'artiggis' (inner coats), boots, pants, and mitts, all of caribou skin. Nothing fit, and the mitts I thought good split open at the seams when I thrust my hands into them. The design of the clothes was different from what I had worn in the eastern Arctic. The hoods were rounded instead of pointed. Also, the skins were not as soft as those of the Chipewyans.

"Clothes would have to be made for me, and they would be all the better for it. An Eskimo woman puts her best work into the clothing her husband wears, the next best into the clothing to be worn by someone known in her community. The more indifferent work goes into clothing for white men in the settlement, as is well known."

Apparently human nature is the same the world over and the trend of "more indifferent work" in the white man's world has led us away from appreciation of truly fine craftmanship. Harrington discovered what his name was in the Eskimo world in the discussion over his clothing — " 'We'll get Martha Alonak to work on your clothes,' said Manning. 'She's our best sewing woman here. And she'll want to choose the skins herself.' " Harrington writes, "Manning would take me over to Martha Alonak's tupik and would arrange everything for me. I would pay the sewing woman according to fixed rates fixed by HBC and she would receive her payment in credit I would establish for her at the store.

" 'She'll be proud to make clothes for Adeeliorli,' Manning added.

"For who?" Harrington asks.

" 'That's you. They call you "Adeeliorli"—"The Picture Man." ' "

Harrington writes: "I was glad to hear this from such a good linguist as Leo Manning. He was in fact one of the best linguists in the Arctic. And I told him about the army chap in the Eastern Arctic who bragged about his Eskimo name. According to him it meant 'Great White Father.' In reality, it meant 'Squint-Eyed One.' The Eskimos usually bestow descriptive names, and they have a good sense of humor."

Trade in the store was described by Harrington as follows: "We were on the point of leaving when some Eskimos arrived to trade. The trapper, a young fellow, had brought with him his wife and child. Trailing after them came some local friends, who did not want to miss the show. This is a peak event in the lives of the inland Eskimos.

The trapper had brought 12 fox skins and the price that year was a fair one, $10. One at a time he put the soft pelts on the counter. Manning put out a corresponding value in metal discs. First of all the trapper, without hesitation, bought staples: tea, tobacco and ammunition. Manning took back the discs, one by one, until they all had disappeared. Then onto the counter went another fox pelt, and more metal discs, which disappeared quickly as the trapper bought a plaid shawl, a blue beret, and a baby rattle."

Avalanche Hunter

By HAL BOYLE

DENVER (AP) — Ted Bakken, a lean, red-haired, 29-year-old mountaineer, is one of America's most unusual big game hunters.

He hunts avalanches. When he finds one that is ripe, he brings it down with artillery fire.

Ted — he uses a 75mm. howitzer — is the chief marksman in a spectacular snow-fighting technique developed by the Colorado Department of Highways.

Keeping roads through 21 high mountain passes free of snow is an arduous and sometimes hazardous task this time of year.

Avalanches, roaring unchecked from high peaks and burying key highways under hundreds of tons of snow, rocks and broken trees, have been more than a nuisance to motorists in the past. Between 1945 and 1952 they claimed six lives in Colorado.

Today highway engineers are less often taken by surprise. They create more than half the mountain pass avalanches themselves in a unique snow control program.

It is done with the precision of a military maneuver.

When snow builds up dangerously in an area, a section of the road is blocked off, and a high explosive shell is fired into the snow mass. Usually after the man-made avalanche cascades down the waiting snow removal machinery can clear a lane through in less than an hour.

"The snow is brought down at our convenience—not Mother Nature's," explained District Engineer George Miles.

I went with Miles to watch the avalanche control unit in action. Its job this day was to test dangerous snow areas in the historic Berthoud Pass on both sides of the Continental Divide.

Pat Murray, a veteran road foreman known as "the man on the mountain," picked the targets. Other mountain men say Pat can practically smell when an avalanche is "ready to go."

He disclaims this himself, and says:

"You can't really know. Weight and wind are factors. So is the temperature. There are others, too. But when everything is right, any sudden vibration—a passing tractor, a rifle shot, even a honking horn—will start her down."

Young Bakken wheeled his howitzer, contributed by the National Guard, into position.

In the next hour he fired ten shells. They burst in red fire and black smoke in the high snow banks 300 to 400 yards away, and the sheer peaks tossed back the echoes like thunderclaps. But only one small slide resulted, and it failed to reach the road.

A small crowd of spectators that had assembled was visibly disappointed.

"Guess I didn't earn my pay today," said Ted, as he finished firing.

But it had been worthwhile.

"We know the snow there is stabilized until there's some kind of weather change," said Miles.

Actually Ted has a pretty good box score. He has fired about 500 shells in the last three years, brought down 40 avalanches that reached the highway, and about the same number of smaller avalanches that didn't.

The net result is that the highways are kept open, and the motorists feel a lot safer.

Lobbyist

By JAMES MARLOW
Associated Press News Analyst

WASHINGTON (AP)—Now that the Senate appears ready to investigate lobbying — it remains to be seen how thorough a job is done. Who's a lobbyist? What is lobbying? What's wrong with it?

When an individual or a group urges members of Congress to vote one way or the other on a piece of legislation, that is lobbying. Some groups hire individuals or whole staffs to do lobbying for them. These are professional lobbyists. There's nothing wrong with lobbying. It's a right guaranteed by the Constitution whose first amendment says: "Congress shall make of the people. . . to petition the government for a redress of grievances."

In fact, paid lobbyists can be of a lot of help to Congress when it is trying to learn the facts about a piece of legislation.

There are all kinds of lobbies: business, farmer, labor, and peace research, medical associations; government agencies try to get Congress to see their point of view before a bill is passed or killed.

Even the White House does lobbying when its representatives try to persuade members of Congress to the administration's point of view on a pending measure.

What, then, is wrong with lobbying? It's wrong when money is used to influence the vote of a member of Congress. The money can be handed out in various ways. Even that may not be wrong unless bad intent can be proved.

For instance, a lobby may contribute to the campaign fund of a member of Congress or a political party, and the contributor may argue his only reason for doing so was because he admired the senator or representative or the party.

But if money is handed out to influence a vote, it becomes a crime under the Corrupt Practices Act. The intent, of course, has to be proved. There is another law, passed in 1946, which requires lobbyists around Congress to register. They're supposed to report the amount of their income to be used for lobbying.

Lobbying in this country is older than the Republic. Delegates to the first Continental Congress were stopped on their way to Philadelphia by lobbyists.

Greece

By CHARLES M. McCANN
United Press Staff Correspondent

Greece seems to face a period of dangerous political instability.

Pro-western Premier Constantine Karamanlis came out of Sunday's election with a slim majority in the 300-seat single-chamber Parliament.

But the seven opposition parties which ganged up on him won a plurality in the popular vote.

The campaign was a bitter one. The opposition coalition parties are bitter over Karamanlis' victory. They accuse him of fraud and demand a new election.

It looks, in all, as if Greece will be a headache for the United States and its allies for months to come.

Greece is a member of the North Atlantic Treaty Organization. Karamanlis is all for that alliance.

But he faces a difficult situation both in internal and foreign affairs.

The chief issue in the foreign field is the Greek demand that Great Britain surrender its colony of Cyprus. Because of that, Greek relations with both Britain and Turkey are bad.

Britain refuses to give up the island, which is becoming the biggest military base in the Middle East.

Twenty per cent of the people of Cyprus are of Turkish origin. Turkey is quite willing to see Britain keep the island. But it does not want Greece to get it.

Domestically, the Greek economic situation is bad and getting worse.

The parties which combined against Karamanlis in the election ranged from the extreme right to the extreme left. They included the so-called Unin of the Democratic Left, which represents the outlawed Communist Party, and the fellow-travelling Democratic Party of the Working People.

Karamanlis' victory, close as it was, was something of a surprise.

There is some indication that he won it with the aid of the women, who voted for the first time in a Greek election.

That is partly because of Karamanlis' personal appeal. He is one of the most handsome men in Greece. He is tall and dark, with a profile and a physique which have been compared to those of the ancient Greek sculptures.

At 48, he is one of his country's youngest prime ministers. A lawyer, he entered politics in 1935. He held posts in seven cabinets before he was made prime minister last Oct. 6 after the death of Field Marshal Alexander Papagos.

King Paul personally picked Karamanlis, who was serving as minister of public works in the Papagos cabinet. Karamanlis had won a name for efficiency in all of his cabinet jobs. But he was not a top-ranking political leader. Papagos, on his death-bed, had asked that Foreign Minister Stephan Stephanopoulos be named his successor.

There was considerable complaint against the king's action. This did not help Karamanlis, naturally.

At least, in the election, the Communists did not get a foothold in the government, as they would have done if Karamanlis had lost.

But Greece is likely to be a political hot-spot for months.

Lumbago

By EDWIN P. JORDAN, M.D.

"What is the cause and cure of lumbago?" writes W.A.?

"The back down next to the pelvic bone gets so sore it is misery to stand or sit down and the pain is aggrevated by stooping or lifting."

Lumbago is an old name used for a backache in the lower part of lumbar region. As a matter of fact, it is not a particular disease and must be considered in connection with backache in general. The principal problem in all kinds of backache is to find the cause because without this logical treatment is impossible.

Unfortunately, there are an enormous number of possible causes from backache including lumbago. Some are the results of various forms of arthritis. In some the cause of the backache lies within the abdomen rather than the back itself. Backache is a common symptom also of some of the acute fevers, particularly smallpox. It is common during pregnancy and not infrequently results from poor posture.

Bone diseases such as tuberculosis or tumors may produce backache. Fractures in or near the backbone are also responsible at times. Kidney stones, a misplaced uterus or womb, injury, nerve diseases, and even disturbances of the glands of internal secretion have all been incriminated. One of the most important is a slipped disc or cartilage lying between the vertebrae.

There are a great many other possibilities which have to be considered in anyone who complains of severe and longlasting backache. Therefore, a careful history of what has happened, including when the symptoms began and what makes them worse must be obtained from each patient.

Efforts must be made to carry out a thorough physical examination not only of the back itself but of other parts of the body. Laboratory tests including examinations of the blood and urine are desirable.

Even if all of these tests are made, the cause of the backache may not be discovered. If it is, however, then the treatment is aimed so far as possible at the underlying cause whatever it may be.

When the difficulty is found to be in the back itself, a number of possible ways of treatment are available.

Braces or specially designed corsets or supports are commonly used. Physical therapy such as the application of heat or electric treatments may be helpful. Massage or manipulation is valuable in some cases but can be seriously harmful if the backache is the result of such diseases as tuberculosis of the bone.

Some physicians advocate injections for a certain kind of backache.

In case of a slipped or ruptured disc operation may be needed.

Pain in the back is one of the most difficult symptoms on which to base a correct diagnosis (which of course includes X-ray studies). But by properly selected treatment, most patients with backache eventually recover.

Good Idea

Klamath Falls, Ore. (to the Editor) I would like to cast a vote in favor of fluoridation.

Our family has recently moved to Klamath Falls from Illinois. Our children have had the benefits of fluoridation for almost 10 years. In all that time I never heard of anyone being harmed by the water we drank.

Mrs. Carl Runge
1006 Laurel

Thanks

Klamath Falls, Ore. (To the Editor)—The officers of the Parents and Patrons, wish to express their appreciation, for the publicity that you gave our last meeting and the open house. The articles placed as they were and the number of them attributed greatly to the success of our meeting.

Any publicity that you can give us is truly appreciated and we feel for a very worthy cause.

Eva Alley
Secretary

Quotes

By UNITED PRESS

NEW YORK — Dr. Paul Dudley White, the President's heart specialist, on Mr. Eisenhower exercising vigorously during his Georgia vacation:

"He is delighted to find he can do more and more each day — and that's the test."

MOSCOW—Soviet Premier Nikolai Bulganin on atomic energy in a speech at the 20th Communist Party congress:

"We Communists must fully place the greatest discovery of the 20th century — atomic energy — at the service of building Communism."

TREE CHOPPER

ZANESVILLE, Ohio (AP)—Police today were looking for a modern day George Washington. John F. Quinlan reported that a cherry tree was chopped down in his backyard.

What Role?

What role does advertising play in our daily lives? It plays many roles. By bringing you information, shopping is made easier and more pleasant. (You learn where to find value!) By encouraging competition, products are constantly improved to suit your taste. (Or else the other fellow gets the business!) By helping to sell more goods, production is boosted and more jobs are provided. (And increased production means lower costs . . . lower prices!) Every day throughout the entire year, Advertising Benefits You!

Herald and News

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