

No Profit But Plenty Of Fun For Motto Group

LOS ANGELES (UPI)—"In case of fire, yell Fire!"

That was the winning motto for January of the "Let's Have Better Mottos Association," and right now some 15,000 motto-lovers are trying to come up with a better one for February honors.

The association (also known as LHBMA in this era of initials) began as a non-profit-making organization three years ago and remains non-profit-making—in fact, it loses money consistently.

Its chief backer, E. V. Roberts, isn't worried about the financial aspect, though.

"I started it for fun," said Roberts, head of a sales firm which represents electronic manufacturers. "I thought it was a good gag, and it is."

The association sends out a monthly newsletter announcing the winning motto of the month which

is printed on an accompanying card. The member who submitted the winner automatically becomes president for that month. This status entitles him to nothing.

January's top motto, selected by Roberts and an accomplice in Cleveland, Fred Guymer, was picked because, the LHBMA newsletter explained, people so often mutter "Fire," or even dictate a memo to a building superintendent to advise him of a blaze. Instead, the LHBMA advised yelling in a coarse, loud voice. It called this motto "helpful and inspiring" instead of the sarcastic, mean type usually chosen.

The letter goes each month to 15,000 members in Southern California, Arizona and New Mexico—at Roberts' expense. He's secretary of the chapter in Los Angeles.

"The thing was really started

by Guymer about five years ago," he said. "He's an advertising man. I heard about what he was doing from a sales manager. I wrote to him, and that's why we're now in it together. He writes the newsletter."

Roberts admits the mailing list costs him a fairly pretty penny, but he enjoys it. He said anyone who sends in a motto be-

comes a member. When he started it, his mailing list was 1,800 or about 10 per cent of the present figure. He now gets letters from all over the country and the membership includes prominent people in medical, government, scientific and legal fields.

Roberts has his own favorites among the mottoes. He likes, for example, a Christmas card one

year. It had an alphabet with all the letters except one.

"We left out the 'L,'" Roberts said. "No 'L'—get it?"

Another he liked was a sloppy, smudged card bearing these words: "Be Neat."

But his all-time favorite was:

"What can you expect in a day that begins by getting up in the morning?"

Abominable Snowman Still Mysterious Mountain Myth

By ROBERT MUSEL

LONDON (UPI)—Happy birthday to you, Abominable Snowman of the Himalayas.

It's just 70 years since the discovery of your giant footprints on the roof of the world.

Three score years and ten since Maj. L. A. Waddell, exploring among the high peaks in the northeast of Sikkim, found his bearers staring at the marks of your passing.

"These were alleged to be the trail of the hairy wild men who are believed to live amongst the eternal snows," Waddell wrote. "The belief in these creatures is universal among Tibetans."

You have been seen in person many times since, but the trouble is that there are almost as many different descriptions of you as there have been sightings. And some of them are most remarkable, to say the least. Consider this (from a Sherpa native):

"The female can be recognized by her long breasts which she throws over her shoulders when she runs."

But among the fantasy and legends which surround you, there are certain disturbing facts that some scientists and observers would like explained away before they write you off as a mountain-climbing Loch Ness Monster.

In the first place, you have been seen not only by natives but by Hugh Knight, a well-educated Englishman, who described you as

"a large blonde gorilla," and by N. A. Tombazi, a fellow of the Royal Geographical Society, in 1925.

Although he could not see you clearly because of snowglare, Tombazi caught sight of you crossing a valley at 15,000 feet, uprooting rhododendron bushes as you went. You disappeared into dense scrub before he could get to you, but he says your footprints were those of a two-legged animal.

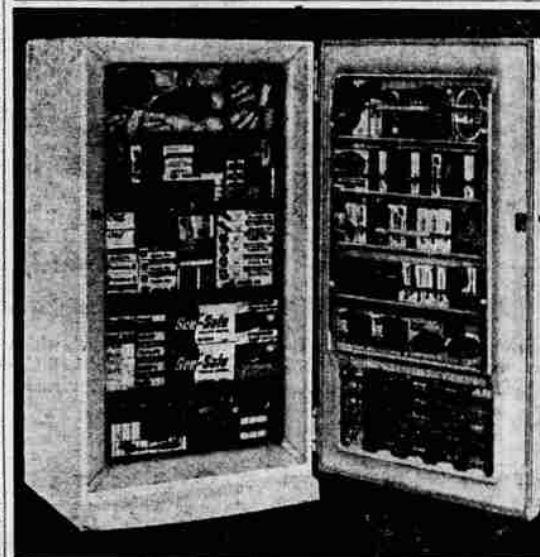
In 1921, during the first attempt to climb the north face of Mt. Everest, C. K. Howard-Bury and his companions saw distant dark spots moving over the snow at 23,000 feet. Where they had seen the moving figures they later found large footprints.

And in 1951, Eric Shipton, after his sixth attempt to climb Everest, followed for a mile—until he lost it in a moraine of ice a clear trail of enormous, human-looking footprints.

Recently, Father Franz Eichinger, a German Roman Catholic missionary who spent 13 years in Tibet, displayed in Frankfurt the photograph of a religious recluse, one of a number wandering almost naked in the Himalayas. He said these were "the Abominable Snowmen."

The holy man theory has been considered before.

But whether you are man or whether you are beast, on this your 70th anniversary—happy birthday!



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Science Notebook

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MODERN MILITARY AIRCRAFT FLY AT SUCH DAZZLING SPEEDS THAT ONLY "ELECTRONIC BRAINS" SOLVE IN-FLIGHT PROBLEMS QUICKLY ENOUGH TO SUPPLY FLIGHT, NAVIGATION, AND AIMING DATA FOR THE PILOT

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