

# The Mining Journal

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## 'Think Snow'

The heavy snowfall this week stirred thoughts of winter a bit prematurely and gladdened the hearts of snowmobile owners, among others.

It seems strange in a land where snowbanks bury automobiles and temperatures drop to below freezing that winter can be welcomed, but that is the case in the Upper Peninsula. Signs on cars reading "Think Snow" and "Stamp Out Summer" are appearing with more regularity each year, and they are not meant to be entirely facetious. They reflect a change in the attitude on the part of many citizens of the North Country toward winter.

A big factor in that change has been the snowmobile.

Fifteen years ago, snowmobiles were almost unheard of in the United States. There were specially modified automobiles which ice fishermen used to get around in and expensive large snow cats used by foresters to move about in the woods, but nothing for the general public.

Since then, however, snowmobiles have become a way of life.

'It Happens Every Time I Throw Him A Bone!'



## Business Mirror:

# Business Makes Quick Adjustment

By JOHN CUNIFF  
AP Business Analyst

NEW YORK (AP) — The speed with which American business can adjust to changing conditions; the power of its positive thinking; the ingenuity of its marketing men should never again be doubted. Almost anything is possible.

Within hours after the government announced that the artificial sweeteners called cyclamates would be withdrawn from the general market, the multi-million dollar diet drink industry raced to comply.

Amazing when you consider that cyclamates in diet drinks were felt to be what cocoa is in a chocolate bar: an essential ingredient without which there wouldn't be a product.

**Fast Growing Industry**  
The availability of cyclamates was perhaps the main reason for the development of this relatively new industry.

In the 1960s the diet drink in-



(Contributions are invited. Letters should be limited to less than 300 words. Only signed letters will be considered for publication. Personal attacks on individuals will be eliminated.)

## Vietnam War Dissent

Dear Sir:

I would like to comment on some of the points raised in Mr. McGoff's editorial comment, "Let's Not Be Duped," which appeared on the front page of the Oct. 16 Mining Journal. Mr. McGoff makes the statement that the dissenters "have dissented with very few facts, but a considerable amount of emotion." He then goes on to say that "thousands of those who marched were the innocents duped by small groups who would like to see this country destroyed under any circumstances."

First of all, I think Mr. McGoff and others who feel as he does would be very surprised to learn that many of those who marched or participated in Moratorium Day in any way here in Marquette (and elsewhere) also have done a great deal of reading, listening and serious thinking about the war in Vietnam and are reacting on this basis rather than with emotion.

Second, I would like to know where Mr. McGoff gets his information that many of those who marched were dupes of people who would like to see this country destroyed. I resent this unfounded insinuation that I and others who participated in Moratorium Day in any way are either stupid or unpatriotic or both. I'm sure I love my country as much as does Mr. McGoff — and one of the reasons that I took part in the Peace March is precisely because I do not wish to see this country (or Vietnam) destroyed by continuance of the war in Vietnam.

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