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JAMES H. LUKE
General Manager
KENNETH S. LOWE
Editor

'Think Snow'

The heavy snowfall this week stirred thoughts of winter a bit prematurely and gladdened the hearts of snowmobilers everywhere. 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.

Business Mirror

By JOHN CUNNIFF
AP Business Analyst

NEW YORK (AP) — The payoff with which American business can adjust to changing conditions, and the degree of its positive thinking, the ingenuity of its marketing men should never again be doubted. Almost anything.

Within hours after the government announced that the artificial sweetener, called cyclamates, would be withdrawn from the artificial sweetener market, the multi-million dollar diet drink industry raced to comply.

Amazing when you consider that cyclamates are used to increase the sweetness, the aftertaste, the color, the flavor and the texture of foods and drinks. They are used in everything from cake mix to soft drinks, from soups and puddings to fruit preserves.

The availability of cyclamates was perhaps the main reason for the development of this relatively new industry. In the 1800s the diet drink industry was roosting in the United States. Mr. McCoif and others who feel as he does would be very surprised to learn that the 150 people who worked in the industry in 1960 have been replaced by 150,000 people who are working in the industry.

Second, I would like to know where Mr. McCoif gets his information that many of those who marched were dupes of people who would like to see this country destroyed. I resent this uninformed insinuation that I and others who participated in Moratorium Day in any way are either stupid or unimportant or both. I am sure my country as much as does Mr. McCoif — and one of the reasons that I took part in the Peace March is that I am convinced that peace will come to Vietnam by the end of the year.

VIETNAM WAR

Dear Sir: I would like to comment on some of the points raised in Mr. McCoif's editorial comment. Let's not forget that the Moratorium Day parades appeared on the front page of the Oct. 6 Mining Journal. Mr. McCoif makes the statement that the paraders "have demonstrated with very few facts, but a considerable amount of emotion." He then goes on to say that "thoughtful people who regard the innocent duped by small groups who would like to see this country destroyed under any circumstances."

First of all, I think Mr. McCoif and others who feel as he does would be very surprised to learn that the 150 people who worked in the industry in 1960 have been replaced by 150,000 people who are working in the industry. Second, I would like to know where Mr. McCoif gets his information that many of those who marched were dupes of people who would like to see this country destroyed. I resent this uninformed insinuation that I and others who participated in Moratorium Day in any way are either stupid or unimportant or both. I am sure my country as much as does Mr. McCoif — and one of the reasons that I took part in the Peace March is that I am convinced that peace will come to Vietnam by the end of the year.

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