

Built-In Age Affects Everything From Three-Color Ice Cream To Brassieres

By HAL BOYLE
NEW YORK.—(AP)—This is the built-in age. No body any longer wants anything unless it is also guaranteed to have at least a couple of other features built into it.

This goes for practically everything from brassieres to bookcases. From three-color ice cream to cigaret boxes that play "Yankee Doodle" when opened. If it doesn't have that built-in something extra, it's strictly "twenty-three skiddoo." Even the pigeons turn up their beaks at popcorn today unless it contains three kinds of built-in vitamins.

Think I'm kidding? Well, over in Glasgow they've just developed a blouse with built-in perfume. Makes a girl smell sweet in any flavor she wants for months and months.

But this international craze to build something into something else probably has reached its true flower in the motor car and household gadget industries.

An automobile used to be a vehicle to get you from here to there. But now cars are gradually taking the place of the old-fashioned home. You can shave in them, listen to a concert, smoke, carry on a long distance telephone conversation with Paris, or push a button and slice your mother-in-law in half with an automatic sliding window. About the only thing you can't do in them is play a tuba.

Take what happened to the simple broom. It used to be a straightforward instrument for gathering dust out of odd corners. Then they turned it into a carpet sweeper. Then it developed into the vacuum cleaner. And what won't it do now? It'll paint walls, wax floors, dry the baby, manure the furniture and shampoo your rug or your dog or your wife.

In another year it'll serve meals, fight peddlers, attack poisonous snakes, and play you gin rummy for keeps. Furniture has become so complicated by built-in gadgets that you can't even tell its function from an outside look. Soon we'll have to hang an index on each piece to know all it is capable of. You'll have to approach it by radar.

As it is now I always have a moment of fear when a host asks me to pull open the door of a new cabinet in his living room. I never know whether the thing will dump a sack of laundry on the floor, flip out an X-ray picture of my lungs, spray me with martini, roll out into a sofa bed or just show another television wrestling match from Chicago.

Yes, it's all confused. Try to dial a telephone and somebody complains you're turning off the air-conditioning unit. Are we living at peace in a built-in war, or dwelling at war in a built-in peace? Call a social engineer. The planet's a-wry.

Saloon Offers No Escape
The corner saloon no longer offers any escape. I met a friend emerging from one the other day, and he said with a dazed look:

"What a new slot machine they got in there! I put in a nickel. And what happened? Why the darn thing rang up a 10,000,000 score, shot off three roman candles, weighed me, shined my shoes, told my fortune, played a Bing Crosby record—and reached into my pocket for another nickel."

"Don't go in there, pal. I barely got out alive. If I'd put in a quarter, the thing would probably have married me, moved into my apartment and set up housekeeping."

There's only one way to end the built-in age. That's to develop a race with some built-in common sense. Who really wants a fountain pen that will write letters, brush his teeth, take his passport photo and—for fifty cents extra—has three knife blades and a bottle opener at one end?

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Girl Preacher Uses Back Yard For Her Pulpit

By NEA Service
CLEVELAND.—(NEA)—At an age when most girls are busy playing with dolls, 11-year-old Linda Kassimatis spends her time playing preacher before a sun-splashed "congregation."

Every Wednesday afternoon for an hour she gathers her flock of neighborhood youngsters in her backyard for a Bible class. More than 40 children usually attend.

With all the decorum of one dedicated to the church, she calmly leads them in hymns and tells Biblical stories.

"Linda's always played church. She'd get her dolls together and preach to them," said her mother. "Most children don't go to story hour at church, so I just thought I'd start one here," Linda explained.

Her seriousness in leading her squirming audience never deserts her. Her answer to the discipline problem is, "I just start talking and they keep quiet."

It's not really that simple. A couple of the older children act as monitors and her parents stand by to shake a finger at the too active. Linda's father, a cook, is unemployed because of illness.

In front of her on a little bench, she keeps her briefcase with church papers, Bible and bookmarks with religious pictures or texts. She gives the bookmarks to members of the congregation for good attendance or for bringing new members.

Every service ends with the distribution of religious literature and a "treat," a cold drink and cookies. Linda's church and some of the neighbors help her with the expenses.

Oregon Beans Swapped At Boston For Baked Mess

BOSTON, July 25.—(AP)—This old stronghold of the baked bean today was given a case of Oregon beans that have yet to see the oven.

Young Denny Frank flew here with the uncooked offering as the representative of the Santiam Bean festival of Stayton, Ore.

Louis J. Brems, for Mayor Curley, welcomed the boy and gave him as a return gift a pot of Boston baked beans.

The Santiam ambassador wore his "Jack-of-the-beanstalk" costume, green Robin Hood jacket and leggings and a red cap.

He took off from the west coast Thursday after a farewell from Oregon Gov. Douglas McKay, Stayton Mayor Clifford Likes, and Salem Mayor R. L. Elstrom.

Flowing Fishline Used To Rescue Small Boy

COLUMBUS, O., July 25.—(AP)—Fred Byas whipped his fishline into the swift-flowing Scioto river yesterday, snapped William Miller around the foot and reeled the floundering eight-year-old boy to safety.

Afterwards, the 32-year-old railroad brakeman complained: "That's the trouble with fishing here. The kids always come around to ruin my fishing."

Remedy For Britain's Thin Purse Is Effective Period Of Selling

By PETER EDSON
NEA Washington Correspondent
WASHINGTON.—Understanding of Britain's economic crisis may have been terribly muddled up by too much gobbledeygook. When financial experts get to spouting about trade balances, sterling convertibility, drawing rights, devaluation of currency and bilateral vs. multilateral trade agreements, they are talking way over the heads of most of the taxpaying customers.

These problems are of course, very real. The fact that U.S. Treasury Secretary John Snyder has gone to Europe to look into them, the fact that his British counterpart, Sir Stafford Cripps, is coming to the United States in September to talk about them some more, attest to the seriousness of it all. There would be much less confusion if their public statements were not couched in such stratospheric language.

Leaving out all of the statistics and trying to reduce this situation to its simplest possible terms, the British crisis may be described as nothing more than a job of selling.

The United States is a nation where everything is sold by super-salesmen—from razor blades, brushes and vacuum cleaners, to automobiles, insurance, skyscrapers and the Brooklyn bridge. So anything expressed in salesman's language ought to be understandable.

Must Expand Sales
Over the long haul, the only solution to the British problem is that the British must expand their sales to the United States and Canada—the so-called dollar area. It is from this area that the British have to buy many of the things that they need most—principally wheat, meat, fats and oils and other foodstuffs.

Up to three months ago, the British seemed to be doing all right at this business. Marshall Plan aid, American scarcities and American high prices were contributing factors. When American prices began to decline and sales began to fall off the British were in a bad way.

In this situation the British government was forced to do what many American business firms were forced to do. They cut back on the amount of supplies they bought, even though they needed them.

The problem which the British now face is to provide some kind of incentive for British manufacturers to get out and sell more of their goods in the American market. British manufacturers naturally prefer to sell in British em-

pire areas where the pound sterling is the basic currency. In this area the British salesmen have a protected market that amounts to a virtual monopoly. In this area they don't have to buck American competition and American prices.

Stubbornness Is Taboo
The Marshall Plan has sometimes been severely criticized on the grounds that all it was accomplishing was the build-up of British industry which would be competitive to American manufacturers and would take jobs away from American working men. But British sales to the United States in many fields need not be at all competitive.

American wage rates are now at such levels that the manufacture of handicrafts in this country has practically ceased. There is a market for these things in the United States—for fine textiles, laces, high grade chinaware and cutlery. But it will take considerable initiative on the part of the British to meet the demands of the American market.

The story is told of one British firm that for years had made bone-handled cutlery its top style line. Before the war it sold good quantities in America. Some of the retail outlets after the war advised the manufacturer that the demand now was for silver-handled cutlery. The manufacturer refused to change from his traditional patterns. So he lost the business. That kind of stub-

Camas Valley

By MRS. JAMES COMBS
The small daughter of Mr. and Mrs. Bert Golger was run over by a hay wagon and was taken to the hospital. It was found she suffered from a broken collar bone and broken ribs.

Mr. and Mrs. Ed Erickson of Issaquah, Wash., visited at the home of Mr. Erickson's sister and brother-in-law, Mr. and Mrs. Carl Moodie. Mr. Erickson is the superintendent of the school at Issaquah.

Mr. and Mrs. Les. Whiteman of Glenwood, Ore., were also visitors at the Moodie home.

Mrs. Raybelle of South Bend, Wash., is visiting at the home of her daughter, Mrs. Alvi Bartley. Arthur and Roberta Ferrier and Daisy Doyle of Arago visited at the home of Robert Martindale on Sunday.

Mrs. Jannet McCann of Brockway visited at the home of Mr. and Mrs. Ted Wiley.

Mrs. Carl Moodie will attend the home coming school picnic at Issaquah.

born resistance to modern sales methods don't help the British position a bit.

The other side of this argument is that unless U.S. imports of British and European products are stepped up, the American taxpayer faces the prospect of having to keep on financing foreign aid indefinitely, through the Marshall Plan or its successor. The way to get Europe off the American neck is to help make it self-supporting.

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Veterans Urged To 'Write Right' In Letters To VA

Veterans finding it necessary to correspond with the Veterans Administration are urged by the VA to "write right" in order to get prompt service.

Because VA files contain millions of records of veterans and their dependents, letters containing insufficient information are almost impossible to match with the correct file and answer.

Just as an example one VA regional office in the Pacific Northwest has 2500 Johnsons, 2100 Smiths, 1200 Jones and 1500 Andersons. A large number of them have common first names, such as John, Charles, Donald, William, James and Carl.

Complicating the task is the heavy volume of letters which the VA receives. The agency's annual volume of incoming mail runs well over one hundred million pieces of correspondence.

Therefore, the VA says, it is important that each veteran identify himself fully when writing to the VA. He should include his full name, service number, complete address and C-number, if the letter concerns National Service Life Insurance.

Veterans should not write to the VA in Washington, D. C., the VA also warned. Instead, they should write to the nearest VA regional office in their state. Insurance inquiries from veterans living in the Pacific Northwest should be addressed to the Insurance Service, VA District Office, Exchange Building, Seattle 4, Washington.

Stock Car Hurtles Into Crowd, Injuring 11

WESTBORO, Mass., July 25.—(AP)—A "stock" car went out of control and hurtled into a crowd, injuring 11, during a race at Westboro stadium Friday night.

The car, driven by Peter Read, 30, of Marblehead, plunged through a guard rail, went over a nine-foot fire mesh and landed in a section of wooden bleachers.

None of the injured was reported seriously hurt at Memorial hospital in Worcester. Read escaped with a rib injury.

BLAZE EXTINGUISHED

EUGENE, July 25.—(AP)—Wind-whipped flames raced over 40 acres of brushland Friday afternoon near Elmira but caused small damage in an area that District Warden Ray Oglesby of the Western Lane Fire Patrol said was a proposed sub-division site.

The VA in Washington, D. C., the VA also warned. Instead, they should write to the nearest VA regional office in their state. Insurance inquiries from veterans living in the Pacific Northwest should be addressed to the Insurance Service, VA District Office, Exchange Building, Seattle 4, Washington.



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