

SPEAKING TO THE CONSUMER

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ILLEGAL SALES GIMMICK.—"Bait and switch" is a sales practice--an illegal one--that every consumer should understand. Here's an example of how it works: An ad might read, "Famous Brand Freezer, just \$99.95. Bargain of a lifetime!" But when you try to buy it, the salesman tells you the model is all sold out--or that for just a little more a month you can get a real high-quality freezer.

If you encounter this "bait and switch" practice, don't fall for it. Instead, report the name of the dealer to the Consumer Protection Division of the Department of Justice, State Office Building, Portland.

INCOME TAX SEASON. Now is the time to assemble all your spending records--cancelled checks, check stubs, receipts, and any other evidence of spending for 1971. Sort out those

for medical expenses, interest, charities, taxes and other categories for possible deductions when you prepare your income tax returns.

PROTECT YOUR CHILD. Read the label when you buy nightgowns and pajamas for children. Although the U.S. Commerce Department has issued a flammability standard for children's sleepwear, there is at present no way of knowing which garments are flameproof unless you read the labels. Some brands of flame-resistant sleepwear are on the market and are voluntarily labeled.

In two years, all children's sleepwear must meet the flame-resistant requirement set by the Department of Commerce. But until then you must read the label to protect your children from wearing possibly-hazardous nightwear.

Herb Sez ...

Last week I got so excited over inflation that I plumb forgot to wish everyone a VERY MERRY CHRISTMAS, so at this time I hope you all had a wonderful Christmas and before I forget it I do now wish you all a MOST HAPPY NEW YEAR.

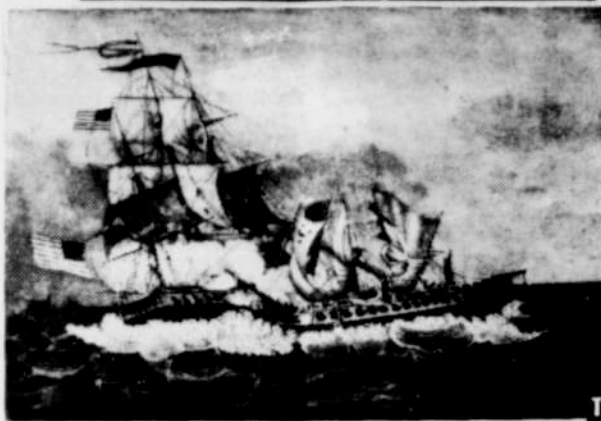
Looking back over 1971 I find that it's not so bad as it might have been. We didn't get into any new wars and are winding the Vietnam situation to a conclusion. We didn't have any deaths on college campuses due to riots or confrontations with authority. We didn't have any major race riots where huge sections of cities were burned out. The stock market went to a new low but has returned somewhat. We didn't have any runaway inflation. Phase II may work if given a chance. All in all it wasn't a bad year for the United States at Home and not too bad abroad.

It looks like the Longshoreman's Union is going to start the new year with a strike, better say, "Resumption of a strike". It looks as though someone is enjoying the hassle and it won't be settled till the Government steps in and slaps both management and labor to their senses. If this dispute can't be settled in 6 months what gives anybody the idea it can ever be settled? The people are getting tired of the inconveniences caused by strikes. Congress is going to listen a little more closely. I dislike seeing Congress meddling in labor disputes, but if grown men can't come to some sane conclusion, then the representatives of the voters will have to take a hand.

I have the feeling that by the end of 1972 you will see the United States at war with nobody. This will be beautiful. War is a senseless game that adults play. If we abolished the uniform in all nations there could be no war. Without the uniform you wouldn't know who to kill.

The United States is going to get a few more lumps from the United Nations. A new country Bengali Desh will spit in Uncle's eye at every opportunity. Our balance of trade will greatly improve for two reasons. We will sell more to foreign nations and I have the strong feeling that our foreign aid program is going to be a bit more realistic. Bengali Desh told us that they don't want any

OUR NAVY



The year 1972 marks the 175th anniversary of the most famous ship in American history, the Constitution, which is also known as Old Ironsides. The 44-gun frigate was launched in 1797.

As Commodore Edward Preble's flagship, she helped to bombard Tripoli in 1804. Under Captain Isaac Hull, she

destroyed the British frigate Guerriere early in the War of 1812. This battle earned her the name Old Ironsides. When a shot fell harmless off her side a sailor cried out, "Huzzah! Her sides are made of iron."

The battle off Sandy Hook, New Jersey, was the result of a challenge from the British Captain whose attitude of contempt for American ships and seamen was considered typical for his day.

"In less than thirty minutes from the time we got alongside of the enemy," Captain Hull reported, "she was left without a spar standing." British casualties were 79, American 12. Wounded and prisoners were taken on board the

assistance from the United States. I don't think we should force the money we don't have onto any country. If Israel, India, Egypt, France or China wants to buy arms from us it should now and always be cash on the line. I think we will all have a HAPPY NEW YEAR.

Constitution, and the Guerriere was blown up. Captain Hull's brilliant victory was cause for great rejoicing, coming as it did three days after the surrender of Detroit. In spite of his brilliant victory, Hull, who had sailed without orders, was replaced by Captain William Bainbridge, who later encountered and destroyed the British frigate Java off Brazil.

The fame of Oliver Wendell Holmes as a writer began in 1830 with his poem "Old Ironsides." It was this poem that saved the frigate from destruction. As a result, the vessel acquired the unique distinction of becoming a permanent unit of the United States Navy, and since has been reconitioned several times, notably by popular subscription and in 1931 by Congressional action.

Only about 8 percent of the original material remains. In 1954, Congress voted funds to repair the ship. The repair work was done at the Boston Navy Yard, where the Constitution can be found today.

Nowadays, pictures of the Constitution can be found in many galleries and collections. They can also be seen on containers of Old Spice toiletries for men, including after-shave and stick deodorant. The Shulton Company, makers of Old Spice recently purchased a painting of the combat between the Constitution and the Guerriere.

And the company has modeled an Old Spice deodorant after one of the guns on the Constitution.

One sidelight about the construction of Old Ironsides involves the American patriot Paul Revere. After the Revolution, he opened a foundry to cast cannon and bells. He found a way to alloy copper and make brass. The Constitution was fitted with copper and brasswork made in his mill.

Wish I'd Said THAT

"When the average American shouts for unity, he means that others should fall in line with his views." —N. DeVane Williams, Holmes County (Fla.) Advertiser.

A stick of gum weighs 3/16 of an ounce.

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HAPPY NEW YEAR



GOOD THINGS✓GOOD LUCK✓
GOOD FRIENDS✓GOOD HEALTH✓
MAY 1972 BE EXTRA KIND TO YOU✓

EAST SIDE MARKET

Happy New Year



To old and new acquaintances, our sincere thanks for many happy memories and best wishes for the days ahead. Happy New Year to all!

DORITY BEE BOARDS
John Dority



We wish you all the goodies of life.

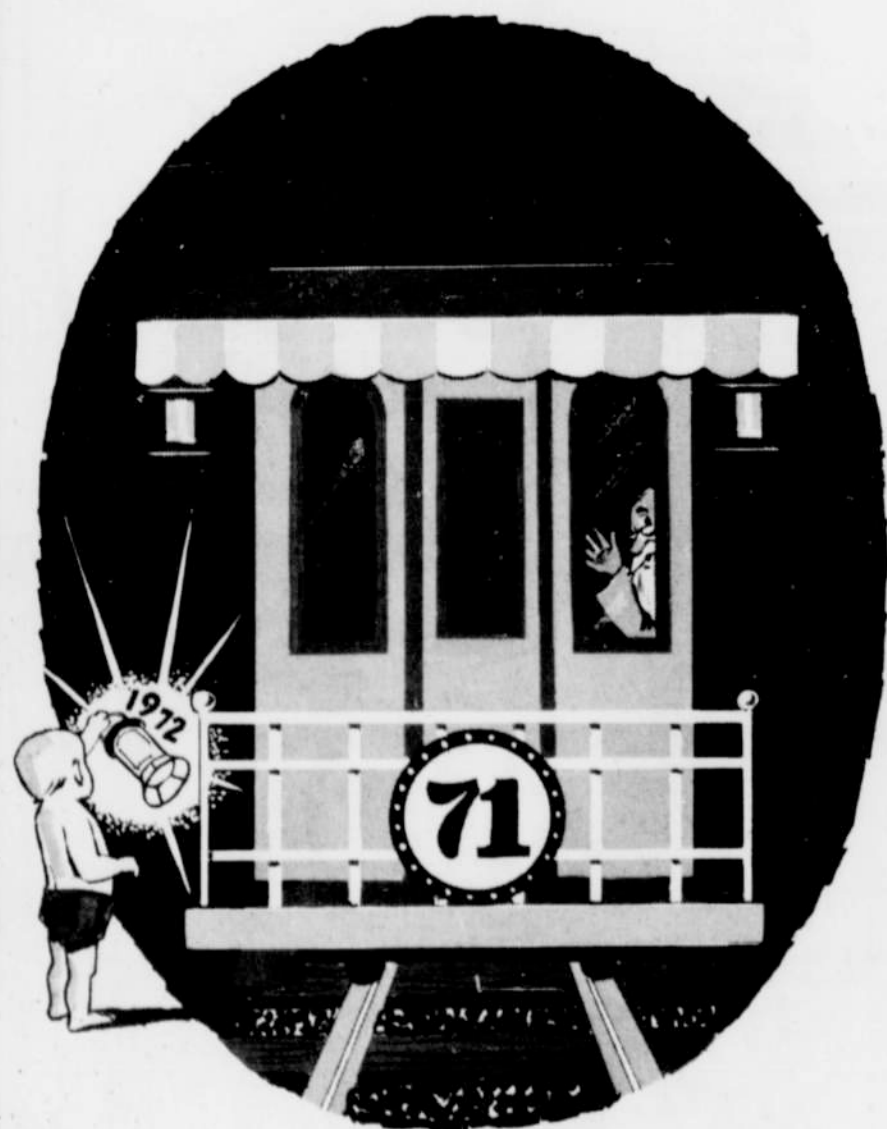
SUGAR BOWL



A MESSAGE OF PEACE

With the beginning of a New Year, we take pause to reflect and resolve . . . to hope and to work for a better, richer life that all may enjoy, in a world united by peace and good will. To every friend, our heartfelt thanks and hearty good wishes.

DR. K. E. KERBY
DR. K. A. DANFORD
DR. F. J. SYKES



AS THE OLD YEAR DEPARTS, WE'RE BOUND TO WISH YOU A MOST SUCCESSFUL 1972.

US BANK
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United States National Bank of Oregon
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