

Gladiolus Group Plans To Host State Glad Show

The Eastern Oregon Gladiolus Society held their monthly meeting Tuesday evening at the Garden Clubhouse with good attendance, and two guests, Mrs. Dowd and Mrs. Zickfoose.

Ralph Campbell, vice-president, conducted the business meeting. It was decided that in the spring a rummage sale should be tried in order to help raise money for

the 1960 Oregon State Glad Show which is to be held here. A ball auction may be held in conjunction with this.

It was learned that Florence Reeves resigned as the Oregon State Glad Society, president for the forthcoming year, and to replace her Ralph Campbell of Baker was tentatively appointed.

Dessert and coffee was served by Adele Voetburg and Neal Van Loon, and the ever-trusty A. H. Hirschcraft cookie tray was auctioned off with the returns going to the society.

Shopping In GUM Department Store, Nerve Shattering

(Ann Landers, writes the most widely read human relations column in America. Miss Landers has just returned from a trip to the Soviet Union. This is another in a series of articles on her experiences.)

MOSCOW—A visit to the GUM department store is a nerve-shattering, toe-crushing, rib-jabbing experience that no American tourist should miss. This is where you really get the feel of the people. You feel them on your feet on your back and on your head.

I interviewed the director of GUM, Vladimir Georgevitch, a keen-eyed, personable man who has one of the top jobs in Moscow. He speaks of the store with great affection and seemed delighted to answer my questions.

GUM, according to Georgevitch, is the largest retail store in the world. It does a volume of one million dollars a day. No other store in the Soviet Union remotely compares in size. The initials GUM stand for Government Universal Store. GUM, of course, is state owned and the profits go to Moscow's municipal government. The store employs 6,000 people and it's open seven days a week, from 8 a. m. to 8 p. m. GUM is more than a department store. It is a thermometer of Moscow's economic temperature. From what I saw, Russia has a high fever.

I visited GUM three times. I didn't believe it. Never have I seen so many pay so much for so little.

The prices are outrageous by our standards, with the exception of books, school supplies and some fabrics. The quality of most of the merchandise was shocking in relation to the price tags. A plastic purse that would sell for about 98 cents in Kresge's was marked 89 rubles (\$8.90). Women are clawing and shoving for a place in line to buy these purses. There were lines at every counter. There is always a mob at the front door before the store opens and at closing time customers must be pushed out the doors.

"The sales girls can't possibly take this punishment 12 hours a day," I told Elenora, my interpreter. "They'd be ready for a rest home in a month."

"There are two shifts," she said. "Most girls work only six hours, although some work a double shift for double pay three days a week. The girls rather enjoy the excitement and they get a percentage of everything they sell. In America you call it commission."

"Is a job in GUM considered desirable?"

"Very desirable. Most of these employees have only secondary education (no college). It is easier than shoveling rock." (In this reporter's opinion, it's close.)

The sales girls who served us were pleasant and friendly, although they dripped with perspiration and they were harassed and tired. Each counter could have used double the personnel. The hat counter employed four girls and a cashier. Forty people were waiting to be served.

Most of the sales girls were aged 25 to 50. They wore printed dresses (like our house aprons), no make-up and had very little style. Two girls wore bedroom

slippers behind the counter. One wore no shoes, just bobby socks.

Almost every sales person who smiled needed dental work. It was difficult to become accustomed to the Russians' stainless steel teeth. Even the most loyal supporters of "the system" admitted Russian dentistry is "behind."

"The women who come here from European countries have Russian-type dentistry," my interpreter commented. "Americans seem to have the best care for teeth in the world."

I noticed (not without embarrassment) that the salespeople were especially courteous to Americans. "Amerikansky turista, palalosta," they would call out. ("Please make way for the American tourists.") The Russians did not object to indicating their place in line. I indicated I was in no hurry and would wait my turn, but they cheerfully said, "Nyet, nyet," and insisted I accept the courtesy.

The toy department was fascinating. I saw the same type of toys we have in America, but the quality was generally poor. Airplanes, tanks, guns, dolls, stuffed animals and games were the major items. Most of the dolls were made of flammable celluloid. (A law prohibiting the manufacture of such dolls was passed in the United States several years ago.)

The TV department was mobbed. A 10-inch set sells for \$93. The government sees that TV is within the financial reach of families. It is a superb propaganda weapon. Almost every Russian home has a set.

The lingerie department (nylon nightgowns \$25) had fewer customers than most other counters, although they were lined up here, too.

In this department I had the best chance to examine the fixtures and showcases. Although GUM was opened in 1950 the store looks about 40 years old. The plaster and tile is cracked. The showcases are clumsy and old-fashioned. The cash registers brought back memories.

A glass dome that runs the length of the store gave me the feeling I was in Demmler's greenhouse in Eau Claire, Wis. The sun beaming down through the glass roof created a bathhouse humidity. There is no air-conditioning.

"I asked if GUM had elevators. 'What for?' I was told. 'The store has only four floors.' There were no escalators although Russia's subways have streamlined escalators that move twice as fast as ours."

A public address system frequently blasts out announcements that can be heard throughout the store. "If you have lost your child or shopping companion, please go to the main fountain and get together."

Several wall phones are located at key points for the convenience of the customers. These phones are connected with a central operator in the store. A customer who cannot find an item picks up the phone, reports her position and is directed.

I tested it. "I am near the leather goods department on the first floor and I can't find bedspreads," I told the operator. "Proceed to the center aisle and turn right," was the instruction.

GUM has no charge accounts and no installment plan. Every transaction is cash. There are no refunds or exchanges. Gift-wrapping is unheard of; in fact, only recently do they wrap at all. Many shoppers carry bags and put the merchandise into the bag with no wrapping.

I asked that my merchandise be put in a box, if possible. The box was neither glued or stapled. It fell apart before I got to the hotel. Only the heavy twine kept the merchandise from falling out.

At that moment we passed the men's clothing department. There were three lines, six deep. "How much is a man's suit?" I asked. "About \$150," Elenora, my interpreter, replied.

"And how much is the average salary for a worker?" I asked. "About \$100 a month."

"This means a man must work

Woman's World

MAXINE NURMI, Woman's Editor

Local Couple Wed In Chapel Ceremony

The Reverend Clarence A. Kopp and Alice Simmons of Cove were married in a quiet ceremony at the Episcopal Chapel in Cove, Nov. 16, by Bishop Barton, Bishop of Eastern Oregon.

The bride chose for her gown, a lovely blue wool with a picture-collared and matching accessories. She carried a nosegay of pink carnations and red roses.

Rosena Simmons, daughter of the bride, was her attendant in a gold suit dress with matching corsage. Dr. John Kopp, son of the groom, attended his father.

A reception was held at the rectory with friends and relatives attending. Mrs. Mary Barton and Mrs. Clara Williamson served luncheon to the guests.

Relatives and friends attending the wedding included, Dr. and Mrs. John Kopp and children,

Home Ec Plans For Holidays

Blue M. Grange Home Ec Club met recently in the home of Mrs. Glen Mullenburg. There were 16 members and one guest, Mrs. Willard Green, attending.

A potluck dinner was held at noon, followed by the business meeting. Plans were made for the Christmas party and the Thanksgiving dinner was announced for Nov. 28, in the grange hall. Dinner will be served at 1 p. m. Grange members are invited to attend and bring their friends as guests.

Those wishing, may stay for supper also. An afternoon of games and entertainment will be held. The next meeting will be Dec. 18 at the Grange hall, to prepare for the Christmas program.

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Double Ring Ceremony Unites Lively, Dawes At Richland

Miss E. Pauline Lively, daughter of Mr. and Mrs. J. Paul Lively, Sumnerville, became the bride of Lawrence Melvin Dawes, son of Mr. and Mrs. Frank L. Dawes, Richland, in a double ring ceremony. The September rites were performed in the Redeemer Lutheran Church at Richland.

The bride, given in marriage by her father, wore a white lace sheath, fashioned with a rounded neckline, and a shoulder length veil held by a small lace half hat, trimmed with seed pearls and sequins. She carried a bouquet of pink roses.

Miss Patricia Lively, sister of the bride, was the only attendant. She wore a blue silk taffeta frock, white gloves, white picture hat and white brocade slippers. She carried a bouquet of yellow pom poms.

Duane Helgeson was the best man to the groom, Frank L. Dawes, groom's brother, and Carlos D. Lively, brother of the bride were ushers. Ira Lee Lively, another brother of the bride, was the candle-lighter.

The mother of the bride wore a blue linen afternoon dress, with pink and white trim, pink picture hat, white accessories and a corsage of white roses. The groom's mother wore a blue satin

afternoon dress accented with white and white rosebuds in her corsage.

A reception was held in the church. Mrs. Frank L. Dawes and Mrs. Duane Helgeson served the wedding cake. Mrs. Julia Woody poured coffee and Mrs. Carlos Lively presided at the punch bowl.

Mrs. Kenneth Danel had charge of the guest book, and Miss Jackie James was handling the gifts.

The bride attended school at Imbler and is a graduate of Kinnaman Business University at Spokane. She is presently employed by General Electric. The groom is employed by a Richland drug firm.

Happy Circle Holds Dinner

The Happy Circle Club met for their Thanksgiving dinner at the Mavericks hall. There were 16 members and one guest, Blanche Herzinger, attending.

During the meeting, Katie McCoy passed out Red Cross work. A committee was appointed to find a needy family to receive the Christmas box.

Stella Grimmitt will be hostess to the Christmas party, Dec. 10. There will be a gift exchange.

LOCAL EVENTS

Odd Fellows Lodge 16, La Grande will meet Friday at 8 p. m. in their hall.

Past President club of the LS of B of LF and E will meet in the home of Mrs. Lyle Fihn, 906 Penn Avenue, Friday at 7:30 p. m.

Past Matrons of Eastern Star will meet Friday at 7:30 p. m. in the Masonic temple.

Soroptimist Club will hold a board meeting Friday at 12 noon in the Sacajawea. This replaces Thursdays meeting.

Celebrating a birthday today is Steven Vess, La Grande.

Reckwall Tree will hold a Christmas Tree benefit dance at their hall, Saturday evening beginning at 9 o'clock.

La Grande High School Band Alumni are planning a "Get-together." Any interested band alumni from the year 1955 through '59, please contact Wendell See or Margaret Skaggs.

Merry Mixers will hold a square dance in the Imbler hall, Saturday at 8 p. m. All square dancers welcome.

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