

# Gift and Vacation Ideas Galore for Father--and His Family



**CLEAWOX LAKE**—Little known until recent years, Cleawox Lake with its smooth sand beaches and crystal-clear water has become quite a mecca for summer visitors at Jessie M. Honeyman Memorial State Park near Florence on the Oregon Coastline. (About 145 miles southwest of Salem via Highways 22 and 18 to coast and south on Highway 101, or through Corvallis or Eugene west).

145 Miles from Salem

## Father's Day 44 Years Old

Sunday, June 20, is Father's Day, and there'll be gifts and Father's Day cards from all the family. Father'll be "King for a Day" all right.

And as this special vacation section suggests, there is a myriad of places Father (and the rest of the family) would like to see on his 1954 vacation.

Father's Day has been celebrated in this country since 1910. Yet, in all that time, not one father has asked to have it wiped off the calendar.

In fact, fathers in a lot of countries like it. China likes it so much they they observe Father's Day twice a year there, in the spring and fall.

Started in Spokane

The credit for Father's Day belongs to Mrs. John Bruce Dodd of Spokane, Wash. It was at Mrs. Dodd's suggestion that the Spokane Ministers Alliance sponsored the first city-wide Father's Day ceremony some 44 years ago. Shortly afterwards this organization circulated a petition to other church and civic leaders. Their plan was to emphasize such fundamentals of family life as: Father's place in the home; safeguarding the marriage vows; and the proper raising of children.

Gradually the act of city and state officials was enlisted. National interest in Mrs. Dodd's effort to honor fathers everywhere was aroused, and other localities were soon holding annual Father's Day ceremonies. Then in 1924 President Calvin Coolidge recommended Father's Day be observed throughout the nation.

### LET'S LOOK AT RECORDS

If Dad's a music lover, nothing will come closer to his heart than a selection of phonograph records.

### AS ONE LOGGER

TO ANOTHER—LET'S BE A LITTLE MORE CAREFUL WITH FIRES.



## Many Ideas Worth Mailing

You'll find many fine ideas on where-to-go in this special section of your Oregon Statesman. And if you've friends or relatives who never have seen Oregon, it is suggested a copy of this section be mailed to them because it tells a lot of what there is right here in our own climes.

### CHAIR-SIDE COMFORTS

To promote Dad's ease and ease in his favorite chair, how about a smoker's stand, a new chair side lamp or a wrought iron end table to keep his favorite books, magazines and smoker's accessories conveniently close at hand.

Jeans of durable denim make an ideal gift for the handy-man-about-the-house.

## Jewelry Gift List Provides Wide Choice

The jewelry stores are rich in gift inspirations for those who would make this Father's Day live long in happy memory. There's always "something special" about gifts of jewelry that makes it particularly suitable for honoring that very special Dad in your life.

The variety of gift selections in jewelry is almost unlimited. There are, for instance, cuff links in a wide array of designs, shapes and sizes and in price ranges to suit all budgets. Then there are tie clips, collar pins or belt buckles to coordinate with the cuff links.

High on the list of gift possibilities is emblematic jewelry, sure to be appreciated if Dad belongs to a fraternal organization. Birthstone, signet or initial rings also represent good gift choices.

Then there are such smoking accessories as lighters, cigarette cases, boxes and holders. Another thoughtful gift is a travel clock in its own leather or metal carrying case.

Probably Dad already has a watch, but maybe he's due for a new one or an "extra" geared to his special interests. For instance, a water-resistant, shock-resistant watch to wear when he golfs or goes fishing. Gifts of jewelry cost less now that the federal excise tax has been reduced.

## Travel Bureau Aids Promotion

The Oregon Statesman, in the special presentations on Father's Day and Vacation Time in today's edition, drew considerable of its material—both photos and stories—from the ever-growing files of the State Travel Bureau under the Oregon State Highway Commission. The Travel Bureau extends its work throughout the nation in the interests of the state as a mecca for vacationers.

## Photography in Color Popular For Travellers

New places, new climates, new scenes, new architecture mean new and colorful things to picture. Your camera will make color pictures as well as black and white photos. All you need is color film to fit.

Flat lighting directly on the subject is usually safest in taking color pictures. Side and back lighting require somewhat more careful handling.

Whatever your subject, whatever your camera, remember that the closer you are to your subject the more careful must be the focusing for sharp results.

And remember, camera equipment makes fine Father's Day gifts.

## Make That Trip Easier On Yourself

Here are half a dozen tips from the American Automobile Association that will help make your vacation that will make your vacation more enjoyable and less fatiguing:

1—Do your driving during the early part of the day when traffic is light and the weather is cool. In the west some people start by 7 a. m. and earlier, during the sunrise afterglow when mountains and deserts are at their scenic best.

2—Stop early enough in the afternoon to get the type of overnight accommodations you want, and spend some time visiting points of interest at your day's destination.

3—Drive on the "upper half" of the gas tank, especially in the west, where service stations are somewhat few and far between. This means play safe by always having plenty of gasoline.

4—Change sides now and then with your companions in the car. This will reduce eye strain and general body fatigue especially for the children.

5—Provide each member of the party with a good pair of sun glasses for use against road glare as well as the sun itself.

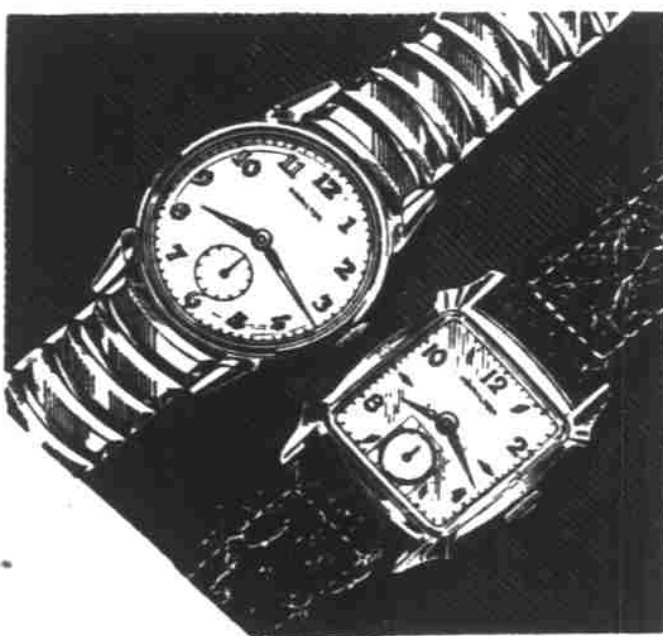
6—Carry thermos bottles. In some places water obtained at overnight stops is better than at places along the road.

## Father Knows Best... And The Best For Father

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**Stevens & Son**



There's no dearth of Father's Day gifts this year. Here are pictured a few ideas—all of them welcome to any father. And besides apparel there is a multitude of ideas in the shaving and cosmetics line as a glance in any of the many well-stocked Salem stores will show.

## Forget Speed, Distance and See Things

The idea of "resting after a vacation" has become so generally accepted that many Americans appear to be losing the art of enjoying themselves on a holiday away from home.

There's really no percentage in trying to see how far and how fast you can travel, as if in a racing competition; or in spending the first day becoming blistering-

ly sunburned, and the rest of the days hidden away from the light applying lotions.

Actually it takes more work to have a disappointing vacation than a memorable one. Anyone returning home all worn out has probably burned out too much energy trying to pack too many miles and too many activities into a limited period of time.

In this machine age when travel facilities, and especially the automobile, open more avenues to leisurely vacationing, the traveler can be "footloose and fancy free," which means that mileage per day need be no factor at all.

Drive at an easy pace—not only for safer, more comfortable, more pleasurable progress, but also to see something of the country.

## Tops for Pop!



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**Thomasheer Sabardine**

There's a crisp, clean-cut look to these meticulously custom-tailored sport shirts of handsome Thomasheer gabardine. The single needle construction and hand details guarantee that made-to-measure fit that is so typically Thomas. Hand washable, of course, and available in practically any color you wish. Sizes, small, medium, medium large, large and extra large... also in long for very tall men. Twenty-three colors, including beige, luggage, leaf green, gold, powder blue, pearl grey, cream, navy, charcoal, aqua and red. Custom-tailored by Thomas.

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