

Brace yourself men—here come your annual 'gifts'

NEW YORK (NEA) — Once again the time is upon us when American womanhood will blithely indulge itself in its annual billion-dollar mistake. In the supreme conviction that they know better how to dress their mates and relatives than the men themselves do, women will grandly present:

- Ties that will never be worn except by an acromatopsiac.
- Sports jackets suitable for wear only while raking leaves.
- Lounging robes which would nicely fill the needs of the prop department of a high school period play.
- An assortment of socks, vests, jewelry, doodads and

gimcracks that will earn a dutiful "thanks, darling" from the man who couldn't care less, but who is too nice a guy to tell you.

The reasons for this inept ritual dance are that (1) women really intend to please and (2) really never come to grips with buying habits of men.

The men, moreover, have been brainwashed since their mothers first eased them into a pair of Doctor Dentons. They have been convinced that their

wives know best, despite the existence of that tie rack festooned with never-worn cravats.

Women generally make these mistakes:

- The outerwear they purchase tends to be ultraconservative — dark blues and grays, reflecting a subconscious desire to have married a banker.
- Choice of socks leans the other way — tending to be short

and gaudy — due to a "let him live it up a little" approach.

Fact: The socks should be conservative and high. The concession to color and crispness should appear rather in the suit and tie.

— Tie choices by women incline toward plaids, solids and discreet stripes, even though the lock-step march of male fashions has left these delicacies behind. The man might just prefer today's bolder patterns and hues. Better leave the tie buying to him.

Thus, clothes buying for men becomes a perplexing business fraught with good intentions. The result is often the "safe" thing which is neither fish nor fowl.

Bedtime story for holidays is a 'long one' this year

NEW YORK (NEA) — The bedtime story for the holidays is a long one. For the big news in holiday sleepwear is length.

You will find co-ordinated gowns and peignoirs in chiffon, applique with lace and shimmering with satin trim.

Reminiscent of the 1930s is a group of jewel-toned robes, trimmed with ostrich feathers or fur. And the ultimate in nightgowns is one done in pale pink crushed velvet.

Fragile though they may look, most of these gossamer nighttime fashions are easily cared for.

The sleeping beauty should look as regal as a princess this holiday season. So when you choose a gift of sleepwear, keep elegance in mind.

A likely area in many moderately new homes is the laundry utility room, even if this is adjacent to the garage or doubles as a back entry. Modern laundry equipment is neat and takes up little space.

Not much equipment is needed for a playroom other than the favorite toys and a place for a few books and coloring or art supplies.

Children, particularly the young ones, who play on the floor most of the time, may need the protection and warmth a rug provides.

New bridge book written by practicing bureaucrat

By Dick West
UPI Staff Writer
WASHINGTON (UPI) — New bridge books are just about as common nowadays as new cook books. Both contribute to our society.

Thanks mainly to such publications, America is the only country in the world where a housewife can burn the roast and go down three tricks on a cinch slam hand simultaneously.

The latest bridge book to come to my attention is a bit unusual in that it was written by a practicing bureaucrat. Its title is "New Dimension Bidding in Contract Bridge" and its author is John B. Duncan, one of the District of Columbia commissioners.

to Run the District of Columbia." I'll be glad to give him equal time.

Revises Count
Duncan has devised a new system of bidding which he feels is superior to the Goren point count system that is widely used in this country.

Possibly Goren, in retaliation, could be persuaded to take a crack at improving traffic conditions around here.

As I understand it, the Duncan system is based largely on the so-called "artificial" bid. And as I understand that, an artificial bid is a bid that is totally unrelated to the cards in your hand.

Often times that happens when the bid is not artificial. But when it is done artificially, it is intentional.

If Charles Goren now wants to write a book entitled "How

WOMAN TALK



by Gerry Gaylord

It's the LITTLE THINGS that COUNT

... especially if it's that personal something received at Christmas which you know has been given lots of thought... not necessarily lots of money! Heart touches heart at Christmas.

To give those wonderfully special things... it requires shopping early... and you know it!

Along with our exquisite budget and better ready-to-wear this holiday season, we are featuring many very special no-size gifts. Many of these are around \$1, \$2, \$3. Naturally we know you expect us to have the unusual too... that sometimes run much higher in price... and we have them for you. We deal with many women who "have everything"... so we know their weaknesses for all these feminine fancies... especially created for the discriminating.

Christmas lingerie is breathless this season. We'll show you gorgeous, vivid reds... sunny maize... various blue and pink shades with one as gorgeous as the other... beige with etchings of deep brown... pajamas, shifts, baby dolls matched with robes, negligees... famous-make brands. Every item is "guaranteed satisfaction" or we make good!

New looks in lingerie appear, too... the big thing is Nite-shirts... with their own pop-over tops to save you dressing for breakfast... suitable to drive the children to school in... answering the doorbell... Prices are like \$4.98 for the niteshirt (which can be used for a blouse with no need, then, for a slip)... and 4.99 for the popovers.

Slippers to match everything! Satin-covered with maribou trim... nylon tricot with pom-poms... genuine leather... fluffy orlon pile... stretch-ons... ankle-boots for capris... prices go \$1.98 thru \$5.95 and up.

Coordinates in all the popular fall shades plus pastels... jumpers... back-wrap skirts... front-wrap skirts... suspender skirts... matching dormitory shirts... sizes start 3 petite... Sweaters in imported mohairs... all the popular V-Necks... chanel embroidered... fine gauge woolsens, plus bulkier knits in both orlon and wool. Turtle Fillers starting \$1.98... in a rainbow of colors, including new holiday pastels.

Dresses... costumes... coats... millinery... gloves... knits... cocktail dresses... lovely woolsens... ski wear... costume jewelry... foundations and lingerie... clothes "just to be lived in"...

Plan to browse... ours is a friendly-type store interested in pleasing you; we want you back and back....

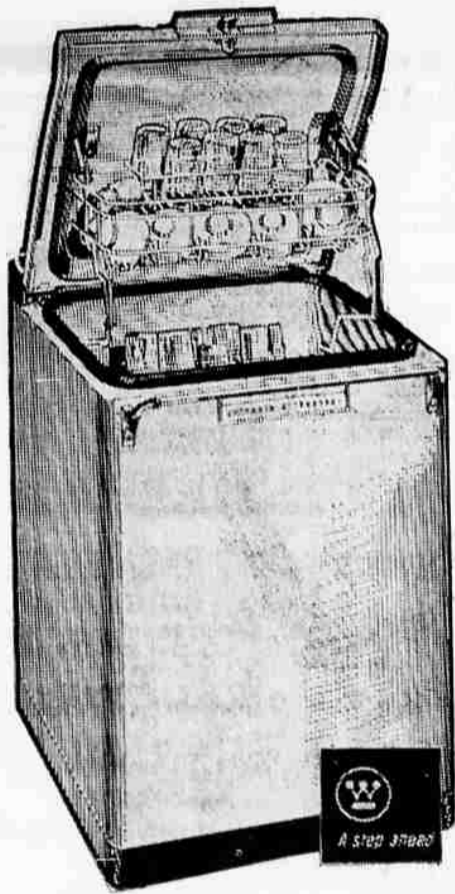
Open for your shopping pleasure from 10 till 6... Mon. thru Sat.

GAYLORD'S FASHIONS
... in friendly Redmond, Oregon



Homemakers Love ED!
(Electric Dishwashing)

Westinghouse ROLL ABOUT PORTABLE DISHWASHER



SPD2A

New 5-Cycle Push Button Convenience... pre-sets Dishwasher for Fine China, Dishes-Glasses, Pots-Pans, Mixed Load or Rinse-Hold.

Sanitizer System... assures 145° hot sanitizing wash and final rinse... sanitizing double fan drying.

Completely Portable... By Pass Faucet Connector lets you use faucet normally while Dishwasher is operating.

Extra Capacity... holds 15 complete place settings or dishes for 8 plus pots and pans in mixed load.

NO PAYMENTS TILL MARCH 1964

KEN CALE HARDWARE & APPLIANCE

253 E. Greenwood Ph. 382-5241



Pacific Powerland housewife, whose husband's name is Joe, confesses:

"I LOVE ED!"

ELECTRIC DISHWASHING

Makes for Happy Homes—Put ED to Work in Yours!

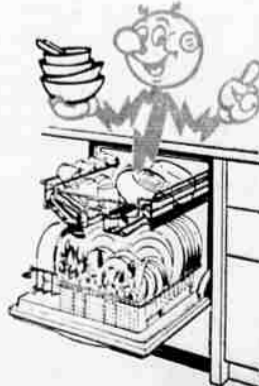
Ready to throw in the towel—and the dishrag, as well? Let ED free you from the day-in, day-out drudgery of dishwashing!

Load your Electric Dishwasher with plates, bowls, cups and saucers, glassware, silver, pots and pans. Turn it on, then take a breather. Next thing you know, electricity has done the whole job automatically. Every piece comes out sparkling and dry—hygienically clean because an Electric Dishwasher uses water far hotter than your hands could ever stand. Your appliance dealer will point out a dozen other reasons you'll love ED. Sure as you eat three meals a day, you need an Electric Dishwasher.

SEE YOUR DEALER TODAY • TAKE ED HOME RIGHT AWAY

Another BIG electric service value from **PACIFIC POWER & LIGHT**

Your wife loves you, but she loves ED, too!



CONFUSED about Binoculars?

To our friends and customers:

At the present time there is a tremendous amount of confusion about binoculars—what you should look for—what you should pay. We have a helpful booklet about Taylor Optical Binoculars which will tell you what to look for—how to test binoculars—and help you make the right selection for your particular use. We have complete stocks of all makes and models from which you can make the right choice at the right price. Drop in and ask for your copy of "How to Know and Select Binoculars."



TAYLOR OPTICAL

THE OWL PHARMACY

382-2861

Read Bulletin Classifieds