

Gifts for Women Should Be Kept "True to Style"

By MARGUERITE YOUNG
NEW YORK — "But what kind of a friend—what kind of a woman is she?" the shopping counselor asked the Christmas gift shopper. The customer said: "She's smart."

"Of course, but smart how? A bridge player? Enough of one to crow over our new playing card subscription which sends her a new monogrammed deck once a month?"

"Gracious, no! She's always busy. Defense! And no slacks in her social pace either."

"Oh, that type. Easy," remarked the counselor. "Once a week, she collapses and has dinner in bed. Look . . ."

The Christmas shopper looked, she went home with a "dinner on a tray set." It's a service for one. Beautiful modern crystal, complete from soup cup to dessert plate.

And this little scene is being repeated, in essentials, everywhere during this bumper pre-Christmas season.

It looks like the biggest true-to-type Christmas the American woman ever experienced. It's going to be the biggest Christmas, as anybody can predict by just looking at the 17-per cent rise in national income. And the stores are primed and stocked for it—with everything from the solid gold, initialed latch-key for the woman whose home is first in her life, to the Christmas, 1941, "brunch coat" for the one who does her work in her lounging clothes. And, with such variety to suggest from, salespeople are ready to help you buy closer to character than ever before.

CHRISTMAS RULE: KNOW YOUR WOMAN

So, more than ever, your first principle in Yule shopping for "Her" is: Know your woman.

She "always complains about how fast the hem of her housecoat soils?" Then, give her the brand-new short one. Most spectacular is the modest-iced rayon taffeta one, perky as practical, and swifty, gay and graceful. Better stores show this new length garment at many price levels.

A perfect one for a college girl has white shirtwaist, black velvet skirt, hurg red sash. Otherwise, Christmas lounging-wear.

Nevertheless, they all expect a now-or-never Christmas boom. One clerk optimistically noted: "I think this would be a good town for a clothing store."

news is pajama pants. Handsome luxury ensemble I've seen looks just like the Christmas tree: brilliant green wool pajamas, very full at hem, and over them a brilliant red sleeveless robe with gold belt.

Gift shoppers are showing men gift shoppers "the kind men usually choose"—traditional ostrich-trimmed fluffy ones—and "the kind wives always get in exchange after Christmas." Newest, prettiest of the latter are pucker-taffeta in serene green or bright red and white stripes.

She's "a young thing and can't get enough beautiful gadgets?" That calls for costume jewelry. Best-selling modest piece typical of this category is a clip in the shape of Santa himself. The brilliant enamel figure is to be worn alone or with the all-year lapel ornaments.

Real jewels also are shown—and sold—this year, especially in useful articles. For instance, compacts literally paved with precious stones from South America.

And diamonds. Come Christmas, 1941, say people in the trade, this stone will be as universal a symbol of defense-

boomed America as was the silk shirt of World War days. For one thing, department stores are showing modest-iced diamonds: golden bow-knots with a diamond center; "sweetheart" sets of engagement and wedding rings which a thrifty soldier can afford.

CHRISTMAS PRESENTS FOR HOME LOVERS

She "does love her home?" There's a special reason, then, for giving household furnishings this year. They'll be harder and harder to get as priorities press on in consumers' goods. Right now, there are new pieces made for Christmas. Fluorescent lamps are streamlined. Coffee tables of moderate price are done in lacquer to match any color in her house.

Pressure cookers have flexible, easy-to-handle tops. A mahogany telephone stand hooks on the wall, and holds phone and book in a neat shelf. Instead of disappearing cabinets, the new cocktail table has an appearing wishelf; it comes up from the rectangular coffee-table-height piece.

For distinguished homes, William Palmann designs a wool rug in the cerise, brown, orange, red and green stripes seen in a Peruvian poncho. Victorian pieces are new. Nina Wolf designs three-legged side tables with a Victorian pin cushion top made of beaded velvet, also mirrors in beaded frames and a beautifully anachronistic beaded whatnot for the inside of a closet.

There are beautiful new reproductions of early American glassware everywhere, and hand-

some iron ornaments—for instance, a pure white iron rooster to stand on her hearth or in her garden.

She "lives for clothes" or she "wears out so many in that office?"

Everything from handkerchiefs to umbrellas is here again and in fresh glory. **SILK HOSE ARE A GOOD STANDBY**

"Silk stocking wardrobes" come in a bell-shaped package: there's a different weight hose for morning, afternoon and evening wear. All-nylons are plentiful at the moment too. Gloves are many-colored and full of surprises, such as Merry Hull's stunning gauntlet with a cut-out to show her watch through a crocheted hood. The tax on leather inspires a spiffy, giant-sized water-proofed over-night case, and hundreds of lovely blessedly-soft, big handbags.

For the shopper who can afford it this last time, there are brilliant leather and alligator purses, envelopes and pouches.

Something to hold in her hand is very much in order for the glamor-woman too, this year. Dorothy Wright Liebes designs formal bags for double duty, daytime and evening, in fabrics of the feel and color you'd expect only in the ancient Chinese or Peruvian or Coptic finery that inspired them.

Exquisite beaded purses are handsome on jeweler's frames. Ultimate expression of the small thing for the woman "who knows and loves fine things" is a huge purse of finest Eastern

mink. It's NOT for the budget-minded!

For most young people, true freedom will never exist until we establish conditions which will maintain an abundance of employment opportunity in a free labor market. — Owen D. Young, chairman American Youth commission.

The decision rests solely with the people of the United States. The power is theirs to determine the kind of world of the future in which they would live. — Under Secretary of State Sumner Welles.

Three months ago I was a business man who believed that business could cooperate with government. Today I believe that government can cooperate with business. — Floyd B. Odium, director of contract distribution, OPM.

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MEN'S STORES EXPECT GOOD SEASON HERE

By JIM MORRISON

It won't matter much this Christmas season what sort of styles in men's clothing is shown in Klamath Falls stores. Old Joe Public's gonna buy. Not only is he going to buy, but he's going to pay more and not give a hoop.

That's the sentiment of Klamath Falls men's store merchants the length of Main street. And are they getting ready for the rush? You won't hear many of them cry about poor business this year. Nearly every one of them is brimming over with enthusiasm and will tell you he expects the biggest year in his local history.

Window trimmers are busy with fancy paper and streamers for backgrounds. Clerks and managers alike are loading shelves and counters with new merchandise or busily awaiting shipments that haven't come. Everybody is in a fever pitch of preparation that usually isn't manifested until a couple of weeks before Christmas.

True, there is a certain amount of men's clothing shortage, a condition directly attributable to the national defense effort, but most of the local orders are getting through at least in part, and the mills with suits, topcoats, hats, socks, shorts, shirts, ski clothes, shoes and ties that will sell like hotcakes before the season's over.

The real Christmas rush hasn't started yet, but already the men's stores are doing heavy business. Men drop in, ask to see a suit, jacket or overcoat like they admired a couple of years ago, and buy the article for themselves without a whimper over the 5 per cent or so boost in price.

A salesman traveling for an eastern clothing outfit summed it up: "If the public only knew what is going to happen to the prices of clothes it'd come right down and clean out every store in town." He said his company had gone completely out of the making of dress shirts for men. The company's shirt line has shifted toward khaki for Uncle Sam.

Nearly every Klamath Falls haberdasher shows the enthusiasm of an expected good season with lavished Christmas decorations being whipped rapidly into shape. One merchant says he's counteracting the failure of clothing manufacturers to alter men's styles by offering ultra-attractive gift wrappings. He expects to use one mile of cellophane wrapping, a half-mile of Scotch tape, and two miles of bronze, gold or silver ribbon. And speaking of styles. They

haven't changed, but it won't mean nothing new will be bought. With the OPM's over 50 per cent cut ordered on automobile production, what can be bought for a man but clothes? A few dollars can repair the old junk for another year, and he'll still have that \$30 a month on hand. Reason for lack of style change this year is that to change the cut of a suit or overcoat the manufacturer must change the mould of his cloth-cutting pattern, and that isn't being done. The tools and metal necessary are being put to other uses by the government.

Yes, most of the men's clothing merchants in Klamath Falls look forward to a banner season. Some complain of not being able to get their orders of shirts. Others say prices are rising too fast on cotton and wool fabrics. Selections are not as good as they were a year ago. You have to take what is offered.

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