

Morty Meekle



Nomenclature Of Fashion Outlined By Mr. Sherover

By ELIZABETH TOOMEY
NEW YORK (UP) — Glamour is just an old Scottish word to Max Sherover, a man who speaks 11 languages and likes to tell women what some of their own favorite fashion words really mean.

Sherover started his hobby because he overheard a woman in his office refer to a "chic" dress. He winced. "You really should not use the word 'chic' to describe an object," he said gently. "Do you know what the word really means?"

SOFT FLATTERY



9085
12-20
by Marian Martin

"The woman had a general idea that it was a French word meaning a stylish or smart outfit. 'It's not originally a French word at all,' Sherover told her. 'The French picked it up from the German word 'schicken,' which means to arrange or to prepare. Chic should be used to describe the manner or style with which a garment is worn, not the garment itself.'"

Sherover has compiled an impressive list of fashion words and their derivations.

Glamour, for instance, is not a French word. But a Scottish word which was taken from the old English word "gramarye" or "grammar," meaning something magic or supernatural.

"I'm no expert on fashions, don't get that idea," the soft-spoken Sherover explained hastily. "I've been paying the bills for my wife's fashions for years, and I like to see a woman well dressed, but outside of that I don't study fashions."

Here's what he found out about fashion words, however, and it's a safe bet most of this information will be news to women:

Poplin: From the French word papeline, meaning "pertaining to the Pope." The cloth was first manufactured in Avignon, France, a papal seat in the Middle Ages.

Calico: European traders used this word to describe the cloth they bought in Calcutta.

Gingham: From the name of the French town, Guincamp.

Jacket: From the French word Jaquette, a piece of armor worn over the upper part of the body.

Pants: Derived from Venetian pantaloons, which in turn were named for their patron saint, San Pantaleone.

Here's what he found out about fashion words, however, and it's a safe bet most of this information will be news to women:

Poplin: From the French word papeline, meaning "pertaining to the Pope." The cloth was first manufactured in Avignon, France, a papal seat in the Middle Ages.

Calico: European traders used this word to describe the cloth they bought in Calcutta.

Gingham: From the name of the French town, Guincamp.

Jacket: From the French word Jaquette, a piece of armor worn over the upper part of the body.

Pants: Derived from Venetian pantaloons, which in turn were named for their patron saint, San Pantaleone.

Here's what he found out about fashion words, however, and it's a safe bet most of this information will be news to women:

Poplin: From the French word papeline, meaning "pertaining to the Pope." The cloth was first manufactured in Avignon, France, a papal seat in the Middle Ages.

Calico: European traders used this word to describe the cloth they bought in Calcutta.

Gingham: From the name of the French town, Guincamp.

Jacket: From the French word Jaquette, a piece of armor worn over the upper part of the body.

Pants: Derived from Venetian pantaloons, which in turn were named for their patron saint, San Pantaleone.

Here's what he found out about fashion words, however, and it's a safe bet most of this information will be news to women:

Poplin: From the French word papeline, meaning "pertaining to the Pope." The cloth was first manufactured in Avignon, France, a papal seat in the Middle Ages.

Calico: European traders used this word to describe the cloth they bought in Calcutta.

Gingham: From the name of the French town, Guincamp.

Jacket: From the French word Jaquette, a piece of armor worn over the upper part of the body.

Pants: Derived from Venetian pantaloons, which in turn were named for their patron saint, San Pantaleone.



Another check-list to show you how you can save at....
SAFEWAY

Remember... it's the TOTAL that counts

Here's further proof that our every day low prices can mean dollars to you. The values listed here are typical of the hundreds of low prices on Safeway shelves. Compare them all... item by item... and you'll see the sort of saving you can make on each shopping trip to Safeway.

Extra Rich, plus Extra Food Energy
Lucerne 3.8 Milk
Bonus Quality Half Homogenized Gal. **47¢**

For Higher, Lighter, More tender bakings,
FLEET MIX
Once you try it you'll never buy any other. It's Guaranteed
40-oz. Pkg. **39¢**

Margarine 5 1-lb. Pkgs. **85¢**
Coldbrook brand spreads smoothly. You'll like its flavor, too. Save at Safeway

Tuna Fish 5 No. 1/2 Cans **\$1.00**
Enjoy the new exciting flavor of Torpedo light meat grated. Priced low.

Spaghetti 15 1/2 oz. Can **15¢**
World Famous Franco-American is the finest quality, money can buy

Chopped Beef 3 12 oz. Cans **\$1**
Kings brand is the choice of millions. Made with the finest beef

Fresh Bread Large Loaf **26¢**
Mrs. Wright's enriched white or whole wheat. Save 2c on each loaf

Peanut Cluster 1 lb. Pkg. **59¢**
Roxbury brand. Fresh peanuts dipped in rich flavorful chocolate. Priced low at Safeway.

Orange Juice 46 oz. Can **37¢**
You'll love the ripe tangy flavor of Full O' Gold's tangy orange flavor

Check these items for MORE money savings

Angel Cake Mix Pillsbury, choc. pkg.	59c	Instant Dessert Amazo 2 for	33c
Bisquick biscuit mix 40-oz. pkg.	43c	Nob Hill Coffee 1-lb. pkg.	90c
Royal Satin Pure-veg. shortening 3-lb. can	79c	Airway Coffee 1-lb. pkg.	88c
Kellogg Cereal Special "K" 6 1/2-oz. pkg.	29c	Edwards Coffee 1-lb. can	95c
Pear Halves Hood River No. 2 1/2 can	39c	Prunes Sunsweet 2-lb. pkg.	69c
Tomato Juice Sunny Dawn 46-oz. can	27c	Red Beans Idaho 2-lb. pkg.	31c
S & W Beans Julianna, sliced No. 303 can	30c	Boy-ar-dee Dinners Spaghetti or Macaroni pkg.	43c
Mexicorn Niblets 12-oz. can	19c	MJB Rice Quick Cooking 24-oz. pkg.	39c
Chili Con Carne Dennison, with beans 16-oz. can	29c	Borax 20-Mule Team 32-oz. pkg.	35c
Salad Dressing Cascade quart jar	45c	S.O.S Soap-filled pads pkg. of 10	25c
Mayonnaise NuMade Qt. jar	63c	Rik Rak Cleanser 14-oz. pkg.	4/25c
Chee-Zip Cheese spread 16-oz. jar	54c	Supurb Blue Detergent 40-oz. pkg.	52c
Cheese Food Van Zee 2-lb. pkg.	69c	Friskies Meal and Cubes 2-lb. pkg.	35c
Orange Juice Bel-air, frozen 6 can pack	1.10	Scamper Liquid Detergent 22-oz. jar	59c

Look at These
Terrific Savings on
TRAIN LOAD
FLOUR SALE
Wonderful enriched, all purpose Flour. Guaranteed to please

Reg. Price 97c 10 lb. bag **87¢**
Reg. Price 2.29 25 lb. bag **\$2.04**
Reg. Price 4.49 50 lb. bag **\$3.99**

Wonderful for pies, cakes breads or biscuits

Most MODERN and convenient way to buy MILK in half gallons!

• EASY TO HANDLE
• EASY TO DIVIDE
• EASY TO STORE

Crater Lake TWIN-PAK

FROM YOUR CRATER LAKE DEALER OR ROUTE MAN

DAYS FRESHER! FAR RICHER! ★★

Safeway's the best place to buy Plate cut BOILING BEEF

"U.S.D.A. CHOICE", Aged for flavor
You'll enjoy every thick, tender plate cut or your money back. Every cut is trimmed before weighing. lb. **15¢**

Take Advantage of these new low prices on **LOCKER BEEF** All "U.S.D.A. CHOICE"

Fore Quarter lb. **29¢**
Hind Quarter lb. **49¢**
Full Side lb. **37¢** Cut and Wrapped FREE

"U.S.D.A." CHOICE," Beef, Lean and Tender
Short Ribs lb. **29¢**
Tender Chunks of "U.S.D.A. CHOICE" Boneless
Beef Stew lb. **59¢**
"U.S.D.A. CHOICE" Steer Beef, Properly Aged
Pot Roast Blade Cut lb. **39¢** Arm cut lb. **49¢**

Frozen Pies Manor House Chicken Beef or Turkey 8-oz. Pkg. **25¢**
Pork Liver Safeway's own. Sliced to perfection lb. **29¢**

Prices in this advertisement are in effect through Sunday, January 29 at Safeway in Klamath Falls. We reserve the right to limit quantities. No sales to dealers or their representatives.

GRAPEFRUIT

You'll like the smooth, thin skins... the easy to separate segments, and the juicy zesty flavor of these Arizona grown grapefruits.

FIRM GOLDEN FRUIT AT THE PEAK OF THEIR JUICE AND SUGAR CONTENT
Give the Family all they want

8-lb. Bag **49¢**

ORANGES Sun-kist Navels
Large Size \$2.89 Approx. 35-lb. ctn. lb. **10c**
Crisp, Firm, Solid Heads

LETTUCE Grown in Sunny California lb. **14c**
CABBAGE Florida Indian River lb. **10c**
GRAPEFRUIT 5 for **49c**

ROME APPLES Extra Fancy
Large Size \$1.98 24-lb. Box lb. **10c**
Yellow Medium Size, Boiler

ONIONS U. S. No. 1 Netteed Gems 10 lb. Bag **39c**
POTATOES U. S. No. 1 Premium Select 10 lb. Bag **59c**
POTATOES U. S. No. 1 Premium Select 10 lbs. for **85c**

SAFEWAY

CLEANSER White King Brand 14-oz. can **2/21c**
HAND SOAP Palmolive mild Reg. size bar **3/27c**
SWEETHEART Fragrant Bath Soap Bath Size Bar—4 3/4" Reg. Size Bar **4/26c**
DEVILED HAM Underwood brand 2 1/2-oz. can **19c**
TANG Nalley's Salad Dressing Qt. btl. **49c**
SHORTENING Fluffa Pure Vegetable 3-lb. can **85c**