



CANASTA was also played at several tables at the Officers Wives Club party. At this table, left to right, are Mary Fordebacher, Mildred Parent-low, Julie Mitchell and Joanne Thompson. —Photo by M.Sgt. Charles Bennett.



AMONG THE BRIDGE PLAYERS who attended the benefit card party given recently by the Kingsley Officers Wives Club were these four, left to right, Mrs. Elbert Stiles, Mrs. John Merryman, Mrs. Greer Drew and Mrs. John Moehl. —Photo by M.Sgt. Charles Bennett.

We The Women Housework Still A Chore Despite Ad Men's 'Magic'

Ruth Millett
Newspaper Enterprise Assn.

"If any particular group of men has taken the lead in trying to understand women, it is the advertising profession." That's what a woman speaker recently told a group of men in the advertising field.

Maybe the men who write the ads that are supposed to appeal to that important purchasing agent, the American housewife, are trying to understand her—but, if so, they haven't succeeded very well.

They must not know that she is sick to death of hearing and reading that a particular detergent, gadget or household appliance will take all the work out of what she knows good and well is a tiresome, messy job at best. When she is told that if she

uses a certain detergent in her dishwasher all she needs to do is dip the dishes in and out of the suds and they will be cleaned, as if by magic, the housewife just mutters an unlady-like, "Oh yeah?"

That is also her reaction to the silly statement that with an automatic washer a housewife's laundry problem is solved, and she can sit and rock while the laundry does itself.

Nor is she impressed by any "just spray it on and whisk it off" method of washing windows—not if she has washed any lately.

All of those claims for magically taking the work out of housework leave the housewife cold. If advertisers really understood the housewife they would offer her help with her hard job instead of promising to make the work disappear like magic.

Many Attend OWC Benefit

A large crowd of women card players, both bridge and canasta, were guests of the Kingsley Field Officer Wives Club, who were hostesses at a benefit dessert bridge recently.

The Officers Club was decorated in a valentine theme for the occasion. The special and delicious dessert was made by Mrs. Kay Gruye and her mother, Mrs. Esther MacDonald of Tacoma, from a family recipe handed down through the generations.

Mary Murphy and Dorothy Reed were co-chairmen of the party. Assisting them were Nancy Abell, Marge Nelson, Kay Gruye, Donna Wood and Thelma Bratton.

First prize for bridge was won by two Klamath Falls players, Mrs. Grace Kresse and Mrs. Robert Yuen. Nancy Abell and Donna Pichon were second, and Peggy Vestal and Sally Schell, low.

High score in canasta was won by Mary Fordebacher. Johnnie Spaur won the traveling prize.

Proceeds from the successful affair are to be used for improvements and equipment for the base nursery.

a gift: Mrs. Elbert Veatch, Mrs. Alfred Collier, Mrs. Ted Lindley, Mrs. Art Moore, Mrs. Fred Ehlers and Mrs. Arthur Farr.

The fifth grade mothers served refreshments. Mrs. Wyatt Padgett, chairman.

Portland Scene Of Duplicate Play

The Multnomah Hotel in Portland was the scene of the Northwest Regional Championship duplicate tournaments last week. Klamath Falls was well represented and placed in a good number of sessions.

Mrs. Robert A. Thompson, paired with Mrs. Charles Slick of Wenatchee, won first overall in the single session events.

Other placements in this division included Mrs. Harold Cloake and Mrs. Leona Robertson, second; Mrs. H. O. Juckeland and Mrs. Robert Thompson, second; Mrs. Lena Smith and Mrs. Leona Robertson, second; Mrs. Leona Robertson and Mrs. Robert Thompson, first; Mrs. Lena Smith and Mrs. H. O. Juckeland, second; Mrs. Louis Serruys and Mrs. Harold Cloake, first and a second overall; Mrs. Harold Cloake and Mrs. Leona Robertson, first in an early bird game, and Mrs. George Myers and Mrs. David Richardson, a fourth.

In the 4er championships Mrs. George Myers and Mrs. David Richardson won a third and fifth place.

Mrs. Leona Robertson and Mrs. Lena Smith placed in a first and fifth place in the open pair tournament, a four session play. In the same contest David Richardson and Mrs. Grace Kresse received two second places and a fifth.

In the master pairs two session play Mrs. Grace Kresse, playing with Mary Van Vleet of Camas, placed second and fifth.

Local play continued with 10 tables present Thursday evening, Feb. 23, at the City Library.

North-south first place winners were Mrs. Frank Riekey and Mrs. Guy Hancock. Mrs. Oscar Shive and Mrs. David Vandenberg Sr. were second, and Mr. and Mrs. Frank Tarr, third.

Two visitors from Fairchild AFB, Maj. Herbert Green and Maj. Daniel Burchfield, won first place in the east-west position. They were followed by Mrs. J. L. Calhoun and Mrs. James Stillwell, second, and Mrs. G. W. Nelson and Mrs. W. A. House, third.

Seven tables of Howell movement were played Tuesday, Feb. 28, in the morning meeting. Mrs. Frank Riekey and Mrs. William Cunningham were first; Mrs. Lester Offield and Mrs. Leona Robertson, second; Mrs. F. W. Hyde and Mrs. Robert Chilcote, third, and Mrs. Lloyd Drew and Mrs. George Dugan, fourth.



SKIING AT SUN VALLEY are Mr. and Mrs. Joe Hicks and daughter, Marilyn, of Klamath Falls, who are pictured here with Mr. and Mrs. Lloyd R. Lamb of San Francisco, in the village square just before setting out for a day on the slopes. —Photo by Sun Valley News Bureau

PARENTS AND PATRONS NEWS

BONANZA SCHOOL
BONANZA — The Bonanza Parents and Patrons met in the school auditorium Feb. 22 with President Dorothy Smith in charge of the meeting.

Roger Reid and Johnna Chapman were appointed on the nominating committee.

Gloria Wooten, Veta Williams and Virginia Thomas are to be in charge of the junior-senior banquet.

Howrey Roberts reported on the sweetheart dance to be held in the school gym. A discussion was held on how to spend the money raised from this dance and the past two. Suggested were backdrops and a public address system.

The 10th and sixth grades won the room count.

Donald Quick's grades gave a choral reading. Joanna Givan's classes picked Jean Fernlund to give her original humorous reading; Barbara Reid, a serious selection, and Nondice McFall, a poetry reading.

Refreshments were served by Evelyn Seater and her committee. The next meeting will be on March 22.

PTA NEWS

ROOSEVELT SCHOOL

Roosevelt PTA held its regular meeting Feb. 21 in the school auditorium.

James Shields of the faculty, an accomplished pianist, played two selections.

Mrs. Richard Beane, with the aid of other mothers, presented a clever skit in the form of a birthday party showing the accomplishments of the PTA.

The following past presidents were honored and presented with

a gift: Mrs. Elbert Veatch, Mrs. Alfred Collier, Mrs. Ted Lindley, Mrs. Art Moore, Mrs. Fred Ehlers and Mrs. Arthur Farr.

The fifth grade mothers served refreshments. Mrs. Wyatt Padgett, chairman.

LINGERIE COLOR SPREE

Lingerie takes on more color for spring. And it's coordinated: bra, girdle and slips all match. Favored colors are peach, aqua, beige, pink and pale blue.

MINK DRESSES GLOVES

Satin shortie stretch gloves now come cuffed in mink! They're done in lovely colors, too: white, gold or silver.



MR. AND MRS. GREYDON G. BROYLES announce the engagement of their daughter, Kathleen Kaye, to Buddy Bruce Wolford, son of Mr. and Mrs. Bud Wolford of Santa Barbara. The wedding date is set for Sept. 1. The bride-to-be was graduated with the KUHS class of '58 and since then has been employed by the News Press of Santa Barbara. The wedding will take place in that California city where they will make their home. —Photo by Miller-Williams.



which girl wears CONTACT LENSES?

Actually, both pictures are of Dr. Noles' 13-year old daughter who has worn contact lenses 16 hours a day for the past two years. And... she wears dark green tinted contact lenses for swimming and skiing.

A dramatic illustration of the cosmetic and psychological benefits to be derived from wearing contact lenses.

why not send the **WHOLE** girl back to school?

- Complete Eye Examination
- No Appointment Needed
- Convenient Credit
- We give S&H Green Stamps

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our 56th year
COLUMBIAN OPTICAL CO.
Dr. Omar J. Noles and Robert Peters



season's biggest
little fashion...
**THE YOUNG
AND VIBRANT
HAT LOOK OF '61**

A natural for every fashionable who adores such easy elegance... the young-in-heart pillbox that can be worn at any angle with suits, coats and dresses. Now at LaPointe's in a vibrant collection of spring straws and flowers. Black, navy, white, beige, coffee and stunning accent colors.

10⁹⁵ to 18⁹⁵



Millinery Salon

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FOR ALL THE FAMILY!

featuring the fine, top-quality shoe brands for men, women, and children found exclusively at VAN ORMAN'S

wear a pair and learn you can have all the style and comfort of "twice the price" shoes at these modest prices!

10⁹⁵ to 12⁸⁵

Matching BAGS 2.99 to 4.95

Smart Set SHOES FOR TEENS as featured on the DICK CLARK SHOW

a terrific line of shoes in flats and tiny heels... designed for discriminating younger people with thrifty ideas!

4⁹⁹ to 7⁹⁹

Have You Discovered **PERSONALITY NYLONS**

another VanOrman's EXCLUSIVE... a Burlington Mills' product brought directly from the factory to you at substantial savings!

98c to 1.29

choose from self or dark seams... seamless, regular or stretch

known for excellent wear and fitting qualities... yet they're substantially lower priced than other famous brands!

3⁹⁹ to 6⁹⁹

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FOR MEN & YOUNG MEN 19.95 down to 7.95 A to E Widths

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