

Coffee Break

By Adeline Daley

When you consider how many different names there are for colors of lipsticks, clothing, automobile, and house paints, I've come to the conclusion that there is a company someplace which does nothing but dream up new names for colors.

The day will come when heads will roll, because the well will have run dry, for example, of new ways to describe light blue — Robin's Egg blue, Azure Blue, Copen Blue, and so forth.

What, perchance, will the lipstick people use when "Cherries in the Snow," "Fire and Ice," "Fire Engine Red" and "Real Real Red" are all used up?

In buying paint, I've noticed that the particular shade we've decided on for one of the kids' bedrooms is down to one hue, described differently, however, as Hot Pink, Calypso Pink, Flamingo Pink, and Spotted Pink.

And you imagine my husband's temperament when I told him I couldn't decide on the trim — Off White, Bone White, or Antique White.

"Why not White White?" he asked coldly. I told him it wasn't listed.

If it weren't for the color charts, however, I'd have difficulty keeping the colors straight. I still want to call vermilion "green," instead of red, connecting it with a "verdant" forest.

I've often thought that department stores should hand out color charts at the door to customers. That way it wouldn't be so confusing when you go to purchase a pair of jeans when the clerk asks if you want them in "oatmeal" or "toast."

Then there are all the charcoal colors for men's suits. Not to be confused with "toast," however, which you might mistakenly conclude from eating toast in this house.

A couple of years ago I never heard of the color "Loden." Now Brian has so many clothes of that color he looks as if he had just returned from the Alps, or appeared in the road show of "The Sound of Music," because I'm sure that's where the color, or rather the name originated. Before that it was known as "Bottle Green," "Forest Green" or "Moss Green."

What really floored me, however, was in shopping for stockings the other day, the sales girl asked me if I wanted them in "Sea Oat," "Mallow" or "Heather." I almost asked, "To eat here, or take out?" I am sure there is a bonus in the offering for the employee who conceived those names to replace reliable "taupe" and "honey beige."

"I was hoping you had them in 'Loden,'" I replied as I walked out. It's the only way we can fight back.

To Hear Talk On Narcotics

June meeting of the South Bay Legal Secretaries Association will be held June 20 at the Golden Hill restaurant on the Redondo Pier. Speaker for the evening will be Sergeant Wysocki of the Redondo Beach Police Department, who will speak on "LSD." Sergeant Wysocki has spent the last three years doing extensive research at USC and UCLA on hallucinatory drugs.

Dianas Busy With Clinics For Children

The Redondo Beach Dianas Junior Woman's Club is staffing the North Redondo Well Baby Clinic and Child Health Conference at Perry Park. The Dianas volunteer their assistance to the County Health Department every Friday morning by weighing and measuring the children and recording this on the babies' health charts.

Child health conferences are held weekly in more than 70 locations throughout the County Health Department jurisdiction. Matters pertaining to the growth and development of children and parent-child relationship are emphasized in discussions with parents. Immunization against whooping cough, diphtheria, tetanus, poliomyelitis, smallpox and measles are given to infants and preschool children registered in these conferences.

The Dianas are affiliated with the California Federation of Women's Clubs, Marina District, Junior Membership.

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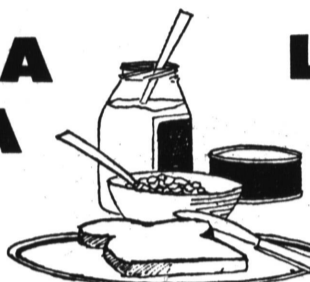
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To our thousands of valued customers who took advantage of last week's special 7-day coupon sale — a hearty "thank-you."

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SEVEN MAGIC SALE DAYS—THURSDAY THRU WEDNESDAY, JUNE 15 THRU JUNE 21. OPEN REG. HOURS: 9 A.M. TO 10 P.M.

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no. 1/2 can
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