



MAY YOU ALL ENJOY THE BLESSINGS OF THIS SEASON OF DEEP JOY 1951

J. O. PETERSON JEWELER



LET SANTA'S JOLLY SPIRIT BE YOUR GUIDE THIS HOLIDAY SEASON

AIKEN'S PLACE JOE WRIGHT AND FRANK HAMLIN



Here's a spirited hope that you have a wonderful holiday

HEPPNER HARDWARE AND ELECTRIC MR. AND MRS. L. R. PARKER



A HERALD OF THE KING

Tree Decoration Has Ancient Source In Arabian Legend

When you fasten the ornaments to your Christmas tree this year you will be commemorating a centuries-old Arabian legend that relates how plants blossomed and flowered and trees miraculously bore ripened fruit on the eve of the first Christmas.

In fact, the Christmas tree itself stems from the story of a Scandinavian "sacred" tree and Martin Luther, a German, is said to have brought the first one indoors and decorated it for the Yule season in the early 16th century.

These are only two of more than a score of legends from which today's Christmas symbols and customs stem. According to Jeannette Lee, who has probed their origin for nearly a dozen years, the American Christmas symbols—from candles and bells to kissing under the mistletoe—have no common nationality. They have come from all parts of the world.

Mrs. Lee, who is supervisor of creative art for a greeting card company, constantly utilizes the traditions and emblems of the festival as ornaments for Christmas cards and is just as constantly searching for new ones. This year, for example, the bright-colored tree ornaments are in high vogue as decorative devices on Christmas cards.

Christmas Helps World's Economy

Many people, with the total exception of children, have come to believe that Christmas has become too commercial. In a spiritual sense, this is true to some extent.

Economically, however, no other holiday or festive season contributes so much to the welfare of the world. Christmas has hardly passed into the new year before thousands are at work on toys and myriads of other Christmas specialties for the next holiday. Each year, as the lights of Christmas trees twinkle on a wintry night, how many of us think of the millions who have gained employment through the Christmas shopping industry?

And yet, "too commercial" may be an overstatement. Is it too wrong, once a year, to make the dominate theme one of giving, rather than of receiving? Christmas, and the spirit of Christmas, has endured wars and great chaos through centuries as a time of joyousness and happiness, and giving has always been an important part of the festivities.

The picture of the family united, with presents opened, and children wrapped in the joyousness of Childhood's greatest emotion is still, and will remain, the Christmas story.

Custom of 'Pinata', Observed in Mexico, Is Spreading to U.S.

The pinata, Christmas custom so long observed by the happy children of Mexico, is gradually spreading into the United States.

Although it performs year-round duty in the land south of the border, the pinata is busiest during the Mexican Christian festival that lasts from December 16 to January 6. In America, it is used in various parts of the country only at Christmas time.

The pinata is made of thin, fragile clay, and is filled with sweetmeats and trinkets before being suspended from the ceiling. Each of the guests, not always only just children—is blindfolded and given a stick. The object is to swing the sticks overhead until someone shatters the pinata, sending the delicious contents pouring out.

The pinata is a great aid in making the long Christmas season tolerable for Mexican children. Tradition decrees that they must wait until the final day of the 21-day Christmas season to receive their gifts.



We hope your hearts are singing carols of joy 1951

Case Furniture



To all our friends, a most merry and joyous Christmas 1951

Wilson's Men's Wear 'The Store of Personal Service'



May a myriad of Christmas joys be yours, and may the warmth of friendship surround you as you and your family gather around the tree on Christmas day.

A Very Merry Christmas

SAAGER'S PHARMACY

Origin of Gift-Giving Told in Many Versions

There are many interesting versions as to how the custom of gift giving at Christmas time started.

Some believe that it all came from ancient England, where it was once custom to hang kissing rings in the great halls. These rings were decorated with mistletoe and were the key for a pleasant holiday pastime. It is said that the young knights and ladies would come to the kissing rings with Christmas roses for their secret sweetheart.

This started it all. Now gift giving is traditional.



DEVOTION . . . Christmas is not so much a time of receiving as it is a time for giving. These children, in their prayers, are giving by far the best gift of them all—their selves.

Interesting Job? Santa's Beats All At This Season

WHO HAS ONE of the most interesting jobs this time of year? That's easy. It's Santa.

The rotund gentleman hiding behind the red ensemble and the flowing white beard learns a great deal about the nature of humans, especially children, at this time of year.

However, after receiving thousands of letters from all over the



country, and talking to thousands of youngsters on street corners and in department stores, Santa usually comes to the same conclusion each year. Times and customs change, but children seldom do.

Requests that Santa receives follow a general pattern each year—everything from bicycles to roller skates and cowboy suits for boys, with dolls and elaborate accessories the favorite with the girls.

There are some exceptions. Lots of children make requests for useful items, typewriters and such, in the hope of becoming writers and stenographers. Last year one lad asked for a Bengal tiger.

Santa, understanding human that he must be, promises to fill all the requests that he can and explains tenderly why there are some that are out of reach.

St. Nicholas Possessed Of Great Virtue, Piety

Saint Nicholas, Bishop of Myra, was said to have been a saint of great virtue and piety.

An ancient legend is told that he became the patron saint of school boys when he restored to life the sons of a rich Asiatic, who had been murdered by a robber-innkeeper while they were enroute to school in Athens. It is said that he was warned of the crime in a vision, but was unable to reach the inn in time to prevent the murders. He restored the boys to life through prayers and also forced the murderer to confess his crime to authorities.



CHRISTMAS CANDLE . . . The soft, steady glow of a lighted candle is one of the treasures of Christmas which no one would want to lose. Another treasure is the happy child.

The Heppner Gazette Times The Appreciated Gift



a happy New Year to all our friends MORROW COUNTY CREAMERY



May nothing but happiness dog your footsteps this Christmas

GONTY'S ED AND ELEANOR



It's a wonderful family holiday—one we hope you all will enjoy to the utmost

NORAH'S