



The Picture Shop



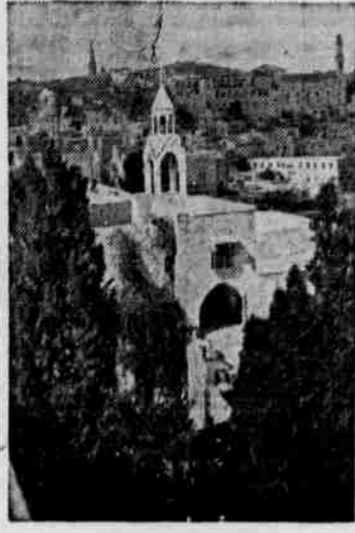
We're sending you our devout wish for a very happy holiday

Hepner Flower and Yarn Shop



Merry Christmas and a Happy New Year

FARRA'S SHOE SERVICE



BETHLEHEM The Church of the Nativity

Everyone Wants To See Just One 'Good Old' Yule

"How I would long to see just one more 'old-fashioned Christmas.' These are familiar words at this time of the year. Before the Yuletide season is over, some member of the family, grandfather or grandmother, probably, is certain to pass that remark, as they have done each Christmas of the past. And yet, if we search back into the records... to the turn of the century, say... we find that, even then, someone was wishing for "an old-fashioned Christmas." It is then that we realize that the celebration of the birth of Christ has not changed greatly with the passage of centuries. Basically, Christmas is the same, year after year. It is only the world and the people who are not the same.

He may not admit it, but when grandfather first began to raise a family, he overheard his elders musing over the changing Christmas customs and heralding the approach to "complete commercialism" of the Yuletide celebration. Even then they were worried.

No one can deny that Christmas has been greatly "commercialized" since the days of early America. Yet, so has the entire nation. In the days of our ancestors there were none of the vast trading centers and commercial marts that we know today. Our very way of life has been greatly changed with modernization. Our holidays, and Christmas is the principal one, have managed to keep abreast.

Still, without reservation, Christmas is basically unchanged in its true meaning as a celebration of the birth of the Christ-Child redeemer, come to save the world. No matter how great or how small the presents piled beneath the tree, each Christian heart never ceases to remember that Christmas is Christ's day.

"Greetings by Mail" Originated in 1846, Now a Modern Custom

Look at the paintings on the Christmas cards you send and receive—you'll find famous names and some of the best contemporary art. Here is how it all began.

On a December day in 1846, a middleclass Englishman, Henry Cole, sat at the library desk of his London home addressing to his friends what were probably the first Christmas cards ever printed. The cards depicted a Victorian family assembled at the festive board and the traditional Christmas customs of giving to the poor. They also bore the now-classic greeting: "A Merry Christmas and a Happy New Year to you."

Cole, in a historic move, two months before had commissioned John Calcott Horsley, a Royal



Academy artist, to paint the illustration for the card and had struck off a thousand lithographed copies. He dispatched them that December. This was such a markedly successful stroke of good will that plain Henry Cole subsequently became Sir Henry Cole.

Horsley's art was a far cry from today's Christmas card paintings, but he started a cycle which a hundred years later was to bring fine art into high favor on Christmas cards.

CONTRIBUTION Joel Poinsett, U.S. Statesman, Noted for Flower

Although he was a brilliant statesman, and the friend of four American presidents, Joel Roberts Poinsett is famous chiefly because he introduced the Mexican plant known as the "Painted Leaf", of "Mexican Fire Plant" into the United States.

Poinsett, then U.S. ambassador to Mexico, called the plant to the attention of American botanists and grew the plant himself as a hobby at his South Carolina home, after he left Mexico.

The plant grew heavily in American favor—especially popular at Christmas time—and was renamed poinsettia, in honor of the man who brought it to this country.

Contrary to popular impression, the flaming red bracts of the poinsettia are not flowers, but leaves, and it is for these bracts that the plants are grown.

It is possible to have variations of either pink or white varieties, as well as of the more usual red, popular because it carries out the holiday color scheme of rich bright red with a contrast of the dark green of the leaves.

The beautiful poinsettia, almost a "must" as far as Christmas decorating is concerned, is one of the most temperamental of plants.

The poinsettia thrives in its native Mexico, but elsewhere must be handled carefully—perhaps pampered slightly. However, the brilliantly colored flowers it has at Christmas time is reward enough for any efforts needed to make the plant thrive.

Constant warmth is needed by poinsettias. Temperatures should be kept between 70 and 80 degrees during the day and no less than 65 degrees at night. Any sudden change in temperature and drafts will cause the plant to drop its leaves.

Abundant water is also a necessity, but it should be applied but once a day so that the plant may become moderately dry between waterings. This permits needed oxygen to reach the roots.

An American shopping for cards may select, for instance, a painting called "Snow Under the Arch" by another Royal Academy member—Winston Churchill, Britain's wartime prime minister and famed amateur artist. Or he might choose Peter Hurd's "One Night in Winter" or "Grandma" Moses' "The White Church" or "The Nativity" by Alexander Ross.

Holly Superstition: It Will Determine Ruler in Household

HUSBANDS and wives! Attention! There is an old superstition about holly that will interest you. It was a belief of the ancients that the first to bring Christmas holly into the house, either husband or wife, would be the one to rule the household during the ensuing year.

But don't put too much stock in the belief. Like other Christmas legends, the truth might be lost in history.

The Druids were great admirers of the holly plant. They believed that its evergreen leaves attested to the fact that it was never deserted by the sun, and was therefore sacred.

Legends have related how the crown of thorns was plaited from holly. The leaves of the plant were white until the Crucifixion, after which they turned a deep, blood red.

A holly wreath placed on the door is believed enough to frighten away even the boldest of witches.

'Christkindli' Is Swiss Counterpart of Santa

Santa Claus plays a very insignificant part in the Swiss celebration of Christmas, observed mostly on December 24. It is Christkindli, the Christ Child, who makes the rounds of Swiss homes on Christmas Eve.

This radiant angel is said to have come from the North, traveling on a fairy-like sleigh pulled by reindeer, much in the fashion of our Santa. Christkindli brings good Swiss children a beautiful tree, and many gifts. Like Santa, he stresses obedience and admonishes naughty youngsters.



NATIONAL PRESS BUILDING WASHINGTON, D. C.

By Anne Goods

"Nobody has enough cookie recipes at Christmastime. Here's one I believe you'll enjoy making. It's so quick and easy! In one bowl add these ingredients, one after the other: 1/2 cup softened vitaminized margarine, 1 1/2 cups sifted flour, 1 tsp. baking powder, 1/2 tsp. salt, 1/2 cup sugar, 1 egg yolk and 1 tsp. vanilla flavoring. Mix all at once. Form into 2 balls and roll on floured waxed paper or floured board. Cut with cookie cutter and bake on greased cookie sheet in 350°F. oven for 8 to 10 minutes.

Smoky pearls are so popular now and here's how to get yourself a pair for almost nothing: Buy the plain type at the dime store in the size you want, then tint them with black all-purpose dye. You can do it in the wash basin with just hot water and dye—it's easy as that!

Maybe raisin sauce is traditional to serve with your Christmas ham, but this is a marvelous one, too. To whipped cream add mustard-with-horseradish to taste. Correct seasoning with salt. This is a favorite with the men!

Why didn't somebody tell me before that knitting socks is so much fun? Am making Argyles and if you've never tried them, do! I'm sure your husband or your beau would love a pair.

Who's got the button? If you have any old or particularly pretty ones you can make stunning earrings with them. Use old backings or those from inexpensive dime store ones and glue button on.

For your Christmas canape tray Cheesies are a must. Mix 1 package snappy cheese with 1/4 pound (1 stick) vitaminized margarine, 1 cup flour and a dash of cayenne. Form into roll and wrap in wax paper; refrigerate until firm. Slice and bake in moderate oven till firm and slightly brown. These are marvelous served with fruit salads.

Have trouble unmolding your "picture" salads? I've found this works: An hour ahead of serving time run a knife around edge of mold, then invert mold on plate you intend to serve salad on. Return the whole thing to the refrigerator. At serving time the salad has dropped down and is as lovely as can be. Hope it works for you, too.

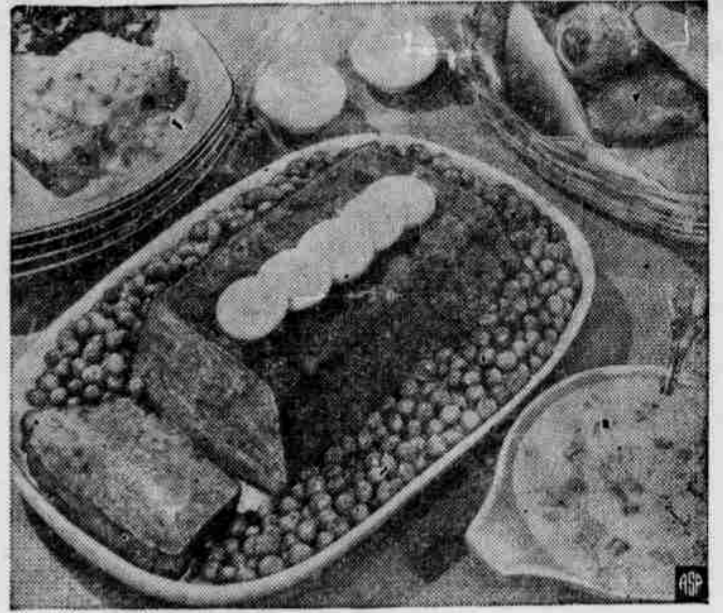
Here's a very easy and economical way to "snow" your Christmas tree and other holiday greens. Use liquid white shoe polish in a clean household spray. Goes on very easily!

Take a gumdrop tree to a sick child. Make the trunk from pipe cleaners twisted together. Wrap other cleaners around trunk to form branches. Decorate with brightly colored gumdrops. If you like, tint cleaners green with food coloring. Plant tree in a cupcake baked in pyrex custard cup.

There's more to an orange and a lemon than just the juice. Use that rind. Grate it and add to frosting, cake, cookie and biscuit doughs, pie crusts and dessert sauces. Its pungence adds marvelous flavor.

WAKE UP BUSINESS By Advertising In This Newspaper

Help For the Family Food Budget



For meatless days and food budget stretching, try a pink salmon loaf made with nutritious nonfat dry milk. It is delicious served with a cold pickle sauce also made with nonfat dry milk.

Nonfat dry milk is milk with only the fat and water removed. It is most economical for a one-pound package, which costs only about 40 cents, makes five quarts of liquid nonfat milk. It is high in nutrition for it contains calcium, protein, riboflavin and lactose. Nonfat dry milk is available at the grocer's. Nonfat dry milk is a versatile product for it is a pleasant tasting beverage, can be used for cooking and baking and it will even whip. For excellent texture as well as nutritious goodness add nonfat dry milk to this pink salmon loaf.

Pink Salmon Loaf (Makes 6 servings) 1 (1-lb.) can salmon, drained and finely flaked 2/3 cup Starlac (nonfat dry milk) 1/4 teaspoon salt, about dash of pepper 2 tablespoons minced onion 2 eggs slightly beaten 3 cups finely diced day-old bread, lightly packed 1 1/2 cups hot water 2 tablespoons butter

Combine salmon, Starlac (nonfat dry milk), salt and pepper in bowl. Mix in onion and eggs. Add bread. Stir in hot water. Add butter; stir until melted and well mixed. Press mixture into well-greased 9" x 5" x 3" loaf pan. Bake in moderate oven (350°F.) until knife inserted near center comes out clean, about 1 hour. Let cook in pan for 10 minutes before turning out on platter. Serve with cold Pickle Sauce.

Pink Pickle Sauce (Makes 1 cup) 1 cup water 3 tablespoons nonfat dry milk 3 tablespoons flour 1/2 teaspoon salt 1/2 teaspoon dry mustard 2 tablespoons butter 1/4 teaspoon Worcestershire sauce 2 tablespoons catsup 1/4 cup chopped sweet pickles 1/2 cup water into saucepan or top of double boiler. Combine nonfat dry milk, flour, salt and dry mustard; sprinkle over top of water. Beat with rotary beater until just blended. Add butter and Worcestershire sauce. Cook over medium heat or boiling water, stirring constantly, until thickened. Cool. Stir in catsup and pickles. Chill in refrigerator until ready to use. Serve cold over fish.

Yes we are Busy, but we can give you service on Quality Printing Phone 882

Merry Christmas TO OUR FRIENDS AND PATRONS CENTRAL MARKET and GROCERY SARA McNAMER Ed Bennett - Si Walker - Gladys Walker - Elma Scott - Ruth Tamblyn