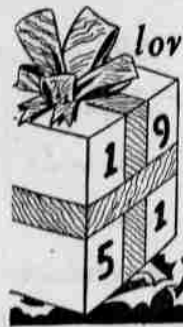




Decorate your homes with love and affection in this, the happiest time of the year



FIRST NATIONAL BANK OF PORTLAND HEPPNER BRANCH

GREETINGS to All at Christmastime



Best wishes for a very merry holiday



HEPPNER VARIETY W. A. BLAKE



Let us open our hearts to the wondrous peace and beauty of the season

CLAUDIEN'S AND WIGHTMAN'S INSURANCE

Records Show Yule Customs Were Old In Fourth Century

The exact age of the Christmas festival is not known. Records show, however, that the holiday was spoken of in the fourth century as a custom of long standing.

Christmas began as Christ's Mass, or the Mass of Christ, sometime during the fourth century. It took that long after the blessed night for the great importance of Christ's birth to be realized by the people. Until this time it had been the custom of the church to celebrate the anniversaries of deaths, rather than births. Christ's birthday was the first to be made an occasion for feasting.

The date for the celebration of the Christ Mass was selected by the church. So many years had elapsed that the actual date of His birth could only be a matter of conjecture.

The festival and spirit of Christmas spread through the Christian world. Pagan customs, even as they do today, attempted to adapt themselves to the Christmas season.

For many years after the origin of Christ's Mass the church frowned upon the practice of exchanging gifts during the festival season. Later, however, the practice was condoned, in remembrance of the spirit of the Three Kings of the Orient who had followed a shining star to the crib of the new-born Christ, bringing presents with a sense of humility.

Christmas Greens Brighten Home

A few well placed Christmas greens can do much to brighten a house at Christmas time. Properly clipped, the branches will never be missed, and might improve the looks of the tree from which they are cut.

Hemlock, red cedar, juniper, yew, pitch pine, white pine, will make



suitable material for a spray to decorate a mantle, door, or a spray for a newel post.

In pruning, however, keep in mind the natural appearance of the tree from which you clip branches.

St. Nick's Spirit

It is thought that St. Nicholas died about 345 A.D., and for 30 days following his festival day his genial spirit roamed the earth, filling the hearts of mankind with love and generosity. He gave the gifts without thought of return—the true spirit of St. Nicholas and Christmas.



STABLE AT BETHLEHEM: The shepherds "came with haste and found Mary, and Joseph, and the Babe lying in a manger."



To You... From Us Our Most Sincere Wishes For A Merry Christmas

CAL'S TAVERN BOB - HAZEL - SANDY

Merry Christmas



Merry Christmas



Our best wishes go out heartily to all our good friends

TURNER, VAN MARTER AND COMPANY



We add our voice to the chorus calling for abiding hope and peace

HEPPNER BAKERY

ROSEMARY... for Remembrance



The rosemary shrub, symbol of fidelity and constancy, was once supposed to possess many occult virtues. Hamlet's Ophelia said, "There's rosemary, that's for remembrance." The fact that Rosemary blooms at Christmas has introduced it into celebration of this feast.

Rosemary, according to one legend, opened to hide the Virgin Mary and her child from the soldiers of Herod, a legend shared with the juniper and other trees.

Another legend says that, during the flight to Egypt, Mary threw her blue cloak over a bush of rosemary when she lay down to rest. Ever since, in her honor, the flowers have been the heavenly blue of the mantle.

That's REINDEER

FAIRY TALES and Christmas stories are a Yuletide tradition. It is thus fitting that the story which promises to be America's most popular and long-lived fairy tale is related to the Christmas season.

Once upon a time there was a reindeer with a built-in flashlight bulb for a nose. You know, Rudolph, the red-nosed reindeer. From a small beginning in 1938, the little animal with the built-in beacon has become as familiar as Humpty-Dumpty and Cinderella to youngsters everywhere.

First invented as a sales giveaway promotion for Montgomery Ward by Robert L. May, Rudolph was featured in many free booklets before he became associated with Christmas. Songwriter Johnny Marks liked the title "Rudolph, the Red Nosed Reindeer", so he wrote a song about it. He was so sure he had a success that he started his own Publishing company, using "Rudolph" as his first release. Gene Autry made the initial recording, and that one record sold 2,000,000 copies.

Last year, there were 16 different recordings of the song for sale, ranging from boogie-woogie by Sugar Chile Robinson to Bing Crosby, and cowboy singers.

Mistletoe Outlived Sinister Meaning

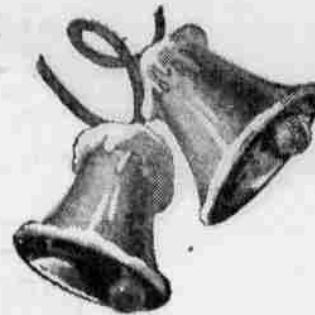
Mistletoe, once used as a weapon of death, is now almost a universal symbol of love and peace.

According to Norse mythology, there was a god named Balder, who personified the sun. Loki, another god, plotted to destroy Balder.

Balder's mother, when she first learned of Loki's intentions to kill her son, obtained a promise from all living things that they would not harm Balder. All agreed, but the mistletoe, so it was with a mistletoe arrow that Loki induced Balder's blind brother, Hodder, to kill the sun god.

Higher powers intervened, however, and Balder was restored to life. The mistletoe was placed under Frigg's care, and the mother of Balda saw that it was never again used to do harm.

The custom of giving a kiss of love or peace beneath the mistletoe is an assurance that it will never again be used as an instrument of evil.



Let us have faith in the future, courage in our efforts...



...and work together to make this a genuinely happy New Year



CENTRAL MEAT MARKET TOM AND MOSE