

# Christmas Cards Designed for Every Taste

New York—Christmas cards as brightly colored as confetti, as smartly designed as Paris fashions and as varied as snowflakes will fill the holiday mails this yuletide season.

No matter what the sender's taste, there's something sparkling and new to satisfy it. For those who admire elegance, lavish gold and silver color schemes—some of them executed in shimmering, embossed metallic foil—will appeal. Those who prefer the unusual will appreciate a multitude of new techniques and processes, including one that employs tiny plastic granules to form dimensional trees and other holiday symbols.

Particularly striking this year is the wide variety of designs created by name artists. Such contemporary favorites as Norman Rockwell, Saul Steinberg and Sir Winston Churchill are well represented among this year's yuletide offerings. Salvador Dali's works are being reproduced on Christmas cards for the first time in many years. Works of masters of the recent and distant past, such as Maurice Vlaminck, Maurice

Utrillo and Albrecht Durer, also can be sent to commemorate the holiday.

Cards with leather covers, cards that unfold to form colorful home decorations and cards that reproduce scenic views with the detail and sensitivity of etchings are among the wide array of new Christmas greetings created by the art staff of Hallmark Cards, the world's largest greeting card publisher.

## Space Theme

Bright, modern styling shows up this year in a new "personalized greeting"—a card designed to be imprinted with the sender's name—that depicts a molecular form suspended in space as moons and stars glide through the background sky.

Religious cards, in both traditional and more stylized design, appear in profusion. One series of cards imported from Italy shows scenes of the first Christmas in an old-world technique that is accented with gold. Another depicts the Nativity with the feel and beauty of a stained glass tableau. Other greetings carry the messages and inspirational thoughts of such noted

churchmen as Dr. Norman Vincent Peale, pastor of the Marble Collegiate Church in New York, and Father James Keller, founder of The Christophers.

The work of fine artists, illustrators and humorists from many nations is represented on the new cards. Andrew Wyeth has captured the magic of the holiday with a painting of an elf stuffing a stocking with presents as Santa's sleigh waits outside the open, windswept window. Norman Rockwell, beloved interpreter of the American scene, highlights his offerings this year with a painting of a young boy and girl dressed in the robes of a school pageant.

Saul Steinberg's whimsical Santas, lavishly jeweled Christmas trees and off-beat animals will tickle the fancy of those who want yuletide greetings in a lighter vein.

## Dali Returns

Salvador Dali, master of surrealism, resumes his career as a Christmas card artist this year after an absence from the medium of nearly a decade. The Spanish artist has created a series of unusual designs for those who prefer holiday greetings with an off-beat twist.

Sir Winston Churchill, perhaps the most celebrated of "pastime" painters, has permitted reproduction of several of the original paintings from his 1958 exhibition which established attendance records at all American museums at which it was shown. The younger set, too, will be amply greeted this year, often with greetings that contain a bonus or dividend gift. A card for baby's first Christmas presents a removable cardboard tree, gayly decorated. Another card punched out to form a "walking doll" that is powered by a rubber-band motor. Still another makes a clown on a swing that flips around merrily. Other juvenile greetings are in the form of nativity scenes to be colored with crayons that are enclosed, a diminutive blackboard set complete with eraser and chalk and a magic message to be deciphered by the young recipient.

The variety of cards for special persons is perhaps greater than ever this year.

Secretaries, milk men, newspaper carriers, doctors, and many others can be remembered with greetings created especially for them.

Those dispatching cards to friends or relatives in other lands may find the assortment of Christmas greetings available in more than a dozen foreign languages helpful. In addition to such widely spoken tongues as French and Spanish, cards have been printed this year in Croatian, Lithuanian and Hungarian, among other languages.

## Bright Humor

Sprightly humor can be found in abundance on the "contemporary" cards that have become so popular for all occasions in recent years. Designs for those who like to share a humorous vignette, these lively cards serve up wit and comedy with a surprise ending.

The cover of one card announces that it's "For Someone Who's Dreaming of A White Christmas." Inside, in a small glassine envelope, is a supply of white powder with the inscription, "A Do-It-Yourself Blizzard." Another shows an Englishman with a walrus moustache and a monocle, lighting his way through the night with a candle. "It's not the Jingle Bells that one minds so much..." he proclaims sourly on the cover. Inside, the statement continues: "It's the TRAMP, TRAMP, TRAMP of those ruddy reindeer on the roof!"

## Slippery Note

New York—(UP)—Wax will not prevent the marring of furniture through excessive heat or allowing liquids to stand indefinitely.

But it does provide a protective coating that prevents absorption immediately. This allows time to wipe away the moisture before it can damage the finish.

## Beauty Pioneer

New York—(UP)—One of the United States' earliest beauty experts was a girl who couldn't write her name. But Ruth Partington could make a sweet-smelling soap from lye, fats and herbs. She started in about 1815, and the business continued until 1855, netting her a fortune.



St. Nick, instead of the popular television star, is the hero of this story and he carries an appointment book instead of a gun. His slogan is "Have Santa Claus—Will Travel." This jolly Santa Claus will call on children in Medford between December 7 and 19 if the proper arrangements are made with his agents, members of Sigma Epsilon Alpha sorority. Parents interested in the project may call Mrs. Chester Peterson, Normandy, 4-1748.

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## Baptist Women Announce Program for Prayer Day

Baptist women around the world will be meeting in groups Friday, December 4, to pray together for world missions. They have chosen for their theme "Open My Eyes that I may look, and having looked may desire to pray and to go."

The Rev. Amos Craig of the First Baptist church of Phoenix will begin the morning session at 10:30 o'clock. Mrs. Douglas Kimmons will sing, accompanied by Mrs. Bob Anderson of the Eastwood Baptist church. Mrs. Bob Klusman of the First Southern

## Decorator Makes Fun of Hunters

By MARGUERITE DAVIS  
United Press International  
Chicago—(UP)—Interior decorator Jo Mead doesn't approve of big game hunting, as anyone can tell by looking at her "Safari Head" collection. She commissioned Edgar Miller to execute the group of animal heads, to poke fun at hunters who return from expeditions with cases of such trophies, and the line has caught the fancy of other decorators.

Most popular of the eight heads, she said, is the dissipated moose with deep circles under his eyes. A laughing lion, happy monarch of the jungle, is a close second, she said, and a blue-eyed unicorn in silver gray is third.

The ferocious mandrill is portrayed as an engaging baboon with a pink and blue orchid behind his ear, and the unfriendly water buffalo sports a bird nesting on his horns. Also included in the collection are a pop-eyed walrus, a musk ox, and a mountain goat. (Prices range from about \$60 to \$80 per head.)

Miss Mead also is well known for her lamp designs and two new ones are on display in the Merchandise Mart. One is a 44-inch reproduction of a Pompeian jug, mounted on a delicate beaten brass base with a white parchment shade, (about \$140), and the other a massive 50-inch fleur de lis in wormy chestnut, topped by a shade of woven fiber material (about \$175).

New Flavor  
New York—(UP)—Add a new flavor to puffed wheat or rice cereal by mixing one tablespoon of orange marmalade into one cup of top milk served with the cereal.

create dadoses, or trim windows and doors.

## Wallpaper Substitutes For Brick and Wood

New York—(UP)—Want a brick wall in the living room? Fake it, with wallpaper. Like the look of wood paneling? Ape it, with wallpaper.

The new papers offer a variety of designs to look and in many cases—feel like the surface of wood, stone, brick, tile or marble.

One "tile" pattern called the "Zuider Zee" reproduces the tiles which have been a product of the Dutch for centuries. Other textures include simulated wicker work, basket weave, old stone "rubbing," cloudy metallic effects, silver and gold leaf, Shoji screening, wood molding, shutters, columns, and iron or grille-work.

Or, you can buy paper with the texture of linen, burlap, moire, grass cloth, tweed, silk, and even quilted fabric.

The new textures can be used for one or two walls for contrast; or as "accent"—to cover screens, room dividers,

## A Tribute to the Campfire Girls

Over 1,000 girls in the Rogue River Valley will this year learn the skills that lead towards "high spiritual ideals in the home". Campfire groups of the Rogue Council number over 64 and are all directed by trained adult, volunteer leadership. The efforts of many area adults go into this fine program. The Rogue Council of Campfire Girls was initiated in 1953. Since 1955 there has been a 205% increase in Campfire Girls Membership. Campfire Girls is a United Crusade Agency. The Rogue Council serves Medford, Phoenix, Eagle Point, Central Point and Jacksonville, Ashland and Talent. A major event for Campfire Girls at this time of year is the SONGFEST. Saturday, December 5 at the YMCA Social Hall all Campfire girls are invited to attend. Bluebirds will meet from 10:00 a.m. to 11:00 a.m. and Campfire Girls from 11:00 a.m. to 12 noon. Campfire Girls deserve your support!

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