

Bundle Days Clothing Drive To End Dec. 1 in Prospect

Prospect - The Bundle Days clothing drive was stressed at the November Prospect Parent-Teacher association meeting. The community drive to collect clothing and shoes for infants, children and adults is part of a nationwide drive of the Save the Children Federation's Bundle Days collection.

Students, teachers, parents and friends are asked to contribute good, usable clothing for distribution to needy persons in the United States and foreign lands. Articles should be delivered to the school by Thursday, Dec. 1. Contributors who are unable to deliver the clothing may call De Carper, UNION 9-2007, for pick up.

Dr. Thomas Rutter, Medford physician and surgeon, spoke concerning the child guidance clinic. He showed two films, one on the six-to-nine-year-old child and one on family counseling.

Dr. Rutter explained how a family counseling service aids in solving difficulties that often arise in family relationships.

PTA members this year are asked to contribute an unwrapped gift for a patient at the hospital for the mentally ill at Salem. Gift wrapping paper may be sent with the gift. Mrs. Weldon Downing, UNION 9-2201, is in charge.

Mrs. Gerald Gardner is in charge of a baked food sale

which will be held Tuesday, November 29, at Prospect store. Those wishing to donate food are to bring it to the store that day. Proceeds will assist with travel expenses of the high school basketball team to the coming tournament at Alturas, Calif.

Entertainment at the meeting was provided by the combined high school and grade school bands. More than 30 students participated, with Larry Drake as director.

They played five selections and the audience joined with the band to sing two numbers.

It was announced that the PTA will again bring Santa Claus with all his goodies to the children at Prospect.

Mothers of fourth grade pupils served refreshments.

Townsend Club To Plan Party

Plans for a Christmas party will be made at a regular session of Medford Townsend club Wednesday, November 30, at Walker's Dreamland, 415 1/2 East Main street. A potluck luncheon will be served at noon.

Members having November birthday anniversaries will be honored. A program will follow the business hour. Visitors are welcome.



The Lions Mixer held at Rogue Valley Country club November 19 included a buffet dinner and dancing to Belle Van Dyke's orchestra. Pictured as they filled their dinner plates are (left to right) William Miller, Coos Bay; Ralph Miller, Cave Junction; Kenneth Rutledge, Coos Bay; Mrs. Ralph Miller, Cave Junction and Mrs. Rutledge. Mr. Rutledge is a deputy district governor. Auxiliary women planned the party as an acquainted event and guests were promised there would be no speeches and no introductions, and kept their promise. (Simonson photo)

PTSA Has Counseling For Topic

Eagle Point—Faculty members at Eagle Point High school discussed the school's student counseling services at a meeting of the Parent-Teacher-Student association November 17. Mrs. Donald DeHaven, president, was in charge of the meeting.

Kenneth Vannice, world geography and arts and crafts teacher, reported on freshman counseling and the orientation

period freshman students take during the year. Mrs. Stewart Hopper, home economics instructor and girls counselor, explained her program and Mrs. Niles Smith, American problems and United States history instructor, gave a report on senior guidance.

The boys' counseling program was explained by William Hall, math instructor. A student's idea of counseling was given by Gary Ayres.

Richard Traylor, principal, gave a summary of the program and also explained the testing program for each student.

Larry DeHaven led the flag salute and the Rev. Joseph Bowdoin gave a devotion.

The freshmen class won the money drill by having the most parents present. Refreshments were served in the home economics room by parents of freshmen.

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Christmas Cards Date Back 100 Years

By QUINBY SCHUYLER
New York—Contrary to a fairly general supposition, the history of Christmas cards is not centuries-old. The first known Christmas card was designed in 1843 by John Calcott Horsley, R.A., painter and illustrator to Sir Henry Cole, the inaugural and first director of the Victoria and Albert Museum in London, England. In 1846, one thousand copies of the Horsley design were lithographed, hand-colored and sold by Felix Summerly's Treasure House in Bond Street, an art shop which Cole had set up in order to improve the taste of his contemporaries.

The first American Christmas cards were published in 1875 in Roxbury, Massachusetts, by a noted craftsman lithographer, Louis Prang. Earlier he had perfected a lithographic process of color printing that surpassed those

of other graphic arts craftsmen in both Great Britain and the United States. In the early 1870's he began the publication of de luxe editions of Christmas cards which found a ready sale in England, culminating in the introduction of the first American Christmas cards in 1875.

First Ridiculed
Early Christmas card designers met wide-spread public ridicule. Like Fulton and his steamboat, they were warned that the custom of sending Christmas cards "could never win popular support."

These preliminary findings intrigued my interest further. What did the first Christmas card look like? How does it compare with the 1960 Christmas cards? Who were the people most responsible for founding a custom that brings such tremendous happiness into every American home?

The first known Christmas card, I have discovered, has a central illustration depicting the conviviality of the season. Small panels in the design to the left and right show the charitable acts of "clothing the poor" and "feeding the hungry," always connected with the Christmas season. Inevitably, of course, the greeting on the card was destined to become the most popular Yuletide message ever composed—it reads, "A Merry Christmas and A Happy New Year To You."

Notwithstanding the rather cool reception the first Christmas card received, other artists and publishers during the next few years after its appearance intensified their efforts through what might be termed an experimental or face-lifting period. Then, in 1866, Messrs. Marcus Ward and company of Belfast, Ireland, were commissioned by an English firm to lithograph a set of four designs by the artist, C. H. Bennett. Reproductions from this set, it seems, were the fore-runners of the first "popular" Christmas cards.

Standards for Christmas cards published by Marcus Ward and company were extremely high. For years this firm monopolized most of the better-class trade. The Ward cards were conventional, almost always, and the finished product embodied gala Christmas scenes, floral devices, and beautiful hand lettering.

Before the 1860's—the same era which saw bustles come into fashion—had passed, the

exchange of colorful Christmas greeting cards was one of England's most cherished customs. As might be expected between two countries whose cultural ties are so closely allied, Christmas cards soon migrated to America. Here, the story of their origin parallels the career of Louis Prang, the lithographer of many rare talents.

On April 6, 1850, Prang arrived in New York City, a political exile from his native Germany, and in poor repair both physically and financially. In a brief 25 years, he was established in Boston as one of the most important lithographers, had published the first American Christmas card line, and could say of his career:

"It was in 1865 that I inaugurated the chromo. I followed this up with the chromo business card in 1873, and with the artistic Christmas card in 1874-5, all of which publications made the tour around the world, and set more lithographic presses to work all over Europe and America than any other special line of publications ever did before or after."

Perfected Process
The "chromos" Prang referred to were the product of a printing process, chromolithography, that he helped to perfect. Their vast range of colors and shades, simulating the woven texture of an artist's canvas, received popular and professional acclaim the world over. Today, Prang's "chromos" are valuable collector's items.

In 1880, Prang initiated his annual prize awards for the best Christmas card design by a free lance artist. These contests, unique at that time, were instrumental in improving the artistic foundation of Christmas card designs, and in attracting national attention to the new-born Yuletide custom.

Ten years later, with an uncontented claim to the title "Father of the American Christmas Card," Louis Prang abruptly discontinued publishing Christmas cards. Cheaper reproductive processes had been developed, and cheap novelty cards from Europe were flooding the country. Prang decided to withdraw from the field, rather than risk bankruptcy with his more expensive "chromos."

The modern era of Christmas cards dates from 1900-1910, when a number of new publishing firms were first established. But the big boom came immediately after World War I. At that time, public fancy was completely won over by the symbolic designs—Christmas trees, holly wreaths, gleaming candles, and church bells—which are as popular today as they were then.

"Christmas messages," Charles Dickens once said, "are a great accumulation of friendly recollections." Dickens was certainly right, and he reminds me that of all the thousands of Christmas cards that will fly to and fro through the mails during the coming holiday season, this message that I saw on one of the new cards recently probably best epitomizes the true significance of this happy traditional Christmas custom: "Never a Christmas morning dawns. Never the old year ends. But someone thinks of someone. Old days, old times, old friends."

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