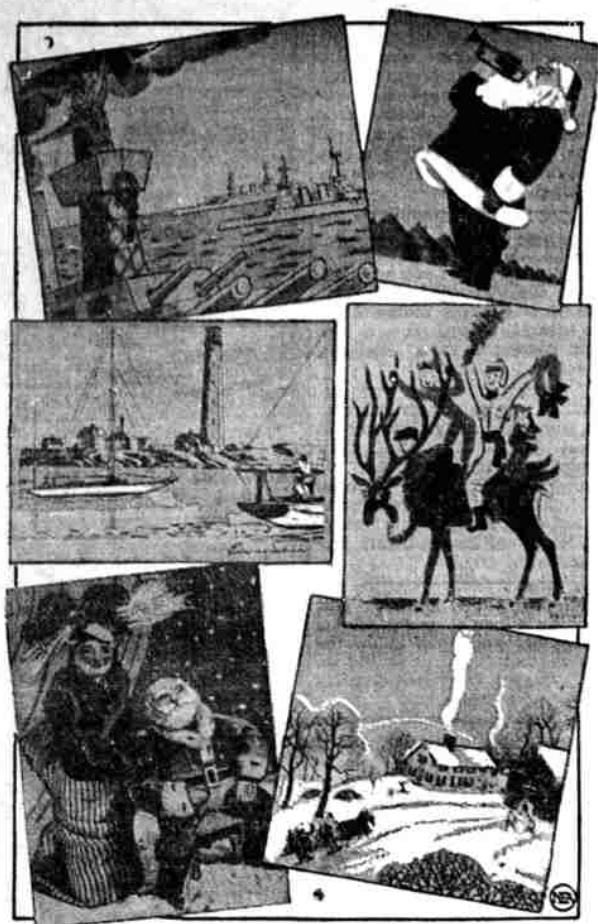


New Ideas Invade Greeting Field in '41



—From American Artists Group Christmas cards. Santa blowing reveille and a sailor wig-wagging "Merry Christmas" from a battle wagon are good examples.



Meet the "cheeribub," above, one of 1941's gayest new forms of Christmas greeting. It's a balloon, which you blow up and place on a stand. As seen at left, one side bears a Santa or other Yule decoration. The other side, shown at right, bears "signature" of the sender.

By MARGUERITE YOUNG

NEW YORK—The postman's pack may be heavier than ever this Christmas, when he delivers 1941's greetings. The reason is that there is a brand new idea in "Christmas cards" that should go over big—to the recipients' delight and the postman's discomfort.

"Send something—instead of, and more than—a card" is 1941's bright idea. It appears in several forms, one of the merriest being the "cheeribub." This is a toy balloon, decorated with holly, or some other Yule symbol, with a silver cardboard crescent which rolls into a conical base so the balloon can stand as part of the home decorations or a placard at Christmas dinner. The cheeribub, on which is printed the name of the sender, can be mailed in a regular envelope.

MORE-THAN-A-CARD

Another really grand "something-more-than-a-card" stunt has been devised by a group of famous American artists who annually cooperate on fine greeting cards. This year they have produced perfectly lovely little books, each about five by seven inches, and thin. Each is a specimen of the bookmaker's art worthy of inclusion in any library. And they cost about as many cents as you'd spend for an extra fancy Christmas card.

There are ten different ones, each the work of noted artists—writers, historians, painters,

music composers, satirists. With word and woodcut, Rockwell Kent tells how father and son set up their nine-and-a-half foot tree in a wilderness cabin among spruce-green mountains of the far North. Jane Miller does a fantasy of a French poodle and a "beautiful assortment of garbage cans." Hendrik Willem Van Loon and Grace Castagnetta re-visit the "memorable mornings" which brought good tidings "in a world full of greed." Manual Komroff, Roger Duvoisin, Ilonka Karasz, Witold Gordon, Grant Raynard, Russell T. Limbach, and Edward Wilson are represented in the collection—Wilson by a sheer-fun book of rowdy roustabout sea chanteys.

CARDS FOR SOLDIERS

Judging by the subjects of the regular Christmas cards, the manufacturers seem to have had a reason for getting going early; They expect you to send a greeting to your service man before he starts home on leave. There are that many cards for the man in a uniform! Fresh ones too—the gob's stocking dangling from a porch, the "home for Christmas scene" wherein his home on wings, and Santa Claus blowing reveille at camp.

A striking quality of the 1941 collections is this: the close-to-the-heart scenes which get away from traditional ones are much closer-to-home, literally. They're more realistic. Many have a distinct regional flavor. For instance, one snowy everyday street-picture which conveys instantly; little western town. The traditional subjects are here again too, especially the religious ones, in new-felt reverence. Some treat even those subjects with distinctly human flavor.

The all-states influence this Christmas reaches a high point in the Artists' collection because these cards are done by more than 200 creators working close to their home-parts of America. Here are fine, beautifully mounted reproductions of pictures that hang in far-away museums—pictures which thus come back to the people who inspired them. They're of practically all schools also, from Adolf Dehn and George Schreiber with their deeply communicated winters, to Donald McKay with his delicately impish little angel acquiring new wings. The last is typical of the light, bright, original Designers and Illustrators Christmas Cards.

WOOLLY warms for cold toes—a cozy Christmas gift. These moccasin-type slippers are knitted of softest zephyr yarns in lovely pastel colors with bright embroidered motifs. One flexible size fits every foot. They look a lot more expensive than they are.

We are not going to have a national joy-ride. Just ahead of us, I truly believe, are the toughest, hardest years we have been through since Valley Forge.—Donald M. Nelson, executive director, SPAB.



One of the most charming expressions of the 1941 Yuletide idea of "something more than a card" is found in the little books produced by a group of noted artists, two of which are pictured above. At right is Edward Wilson's gay, witty book of rousing sea chanteys. The other is Hendrik Willem van Loon's lyrical description of the Nativity, with music by Grace Castagnetta.

A Pleasant Assignment Is Buying for Men in Service

With hundreds of boys of the Midland Empire away from home in the service of their country, home folks will do a lot of special Christmas shopping for them this year. What pleasure it will be to

pick out things you know your lad will like as he goes about the serious duties of helping defend his country. Possibly you will want to give him something that can be his very own, something that you and he will know sym-

bolizes your intimate knowledge of the things he likes.

And then again, you may want to send him things he can share with his buddies—cookies, a fruit cake, candies, or maybe a book or a magazine subscription.

At any rate, it's a sure thing that Klamath's men in the army, navy or marines aren't going to be forgotten this Christmas. Many of them may get a chance to come home—and what a Christmas that will make of it for everybody! But if they can't come home, the folks here will see that there are plenty of things to remind them of the love and honor that goes to them from the people in the Klamath country.

You can do your bit for the soldiers in camp, whether they be members of your family or friends, by making practical kits that will keep their things in order. For instance, you can stitch up a sewing kit that will hold such necessary equipment as scissors, needles and thread, safety pins and so on to take care of day-in-day-out emergencies.

A compact laundry bag is another useful item. Binding the edges of the kits will add considerably to their sturdiness. For this you will want to use the binder attachment on your sewing machine. Signatures and monograms for easy identification are nice, too, and they're really easy to make if you use the zig-zagger attachment on your sewing machine to apply them on. You can draw your own monograms, if you like, or buy stamped letters from your pattern service.

Christmas Gifts!

Housecoats

AT THE TOWN SHOP

Luxurious quilted floral robe of rich rayon satin. Full swirling skirt, dainty floral print. Wide choice of colors. Zip, wrap styles. 32-40.

\$5.95 to \$16.95

Bedtime Ensembles...

Match Mates
Bunch ensembles. Lovely gift for a lovely lady. Flowered rayon crepe gown or p.j.s. Topped by matching rayon satin quilted jacket.

Ideal gift! Rich quilted floral or pastel bedjackets to wear with all your nighties. Wide choice. White, pastel grounds. 32-40.

\$1.98 to \$3.98 **\$3.98 to \$12.95**

Shop Early

THE TOWN SHOP

Main at 5th

THE TOWN SHOP

Distinctive Sportswear MAIN AT FIFTH

For Skiing and Skating.

Go in for Winter Sports this year! It's wonderful fun... and you don't have to be a whiz at it to enjoy it. And for all your healthy Winter Sports fun (wherever it is!) we've the professionally styled, warm, bright clothes you need... right down to your red flannels.

Zip downhill in style... in a jacket styled by White Stag. An array of styles and colors... snow white, polar blue, crimson, natural, navy blue... in beautiful new Horizon cloth and permanent Zelan waterproofed.

\$4.95 to \$11.95

Worn with White Stag wool gabardine downhill trousers. Tan, gunmetal, navy blue, pastel blue, dark green.

\$6.95 to \$11.95

EVERYTHING FOR SKIING IDEAL FOR GIFTS

SMOOTH ON ICE!
Just a beginner? Or do you do Figure 8's? We have the right skating costume for you! Flared skirts with contrasting linings.

\$2.98 to \$4.98
Regulation Ice Skating Sweater in gay hand-blocked colors.

\$3.98 to \$4.98
Tyrolean Sweater \$2.98-\$5.95

Choose From Our Comprehensive Collection

- Ski Pants superbly tailored \$5.95 to \$11.95
- Parkas in dozens of styles .. \$4.95 to \$9.95
- Shirts, flannel and gabardine \$4.95 to \$8.95
- Red Flannels... ski wools.....\$1.00 to \$2.95
- Ski Caps, smart, regulation \$1.95
- Snow Mitts, warm, and colorful \$1.95
- Sweaters . . Belts . . Suspenders

Ski Boots
By SANDLER
Endurance uppers of specially tanned ski boot leather. Permanently hard box toes. Firm, heavy reinforced soles that are guaranteed not to buckle or twist. Built-in reinforced steel shanks.

THE SPORTSTER - \$5.85
Reinforced steel shanks

THE SCHUSS - \$6.85
Built-in steel shank, instep strap.

DOWNHILL FLIGHT - \$8.85
Full leather-lined. Fleece padded ankle and instep... Laced ankle, instep strap.

THE PROFESSIONAL \$11.85
Inverted welt stitch-down construction. Built-in sponge rubber, leather lined. Ankle and instep pads. Double tapered heel. Wrap ankle and instep strap.

Jantzen Ski Sweaters
Jantzen sweaters that will warm your hearts and lift your winter morale mountain-high! Created in original Norwegian stitches and patterns, in bright new Indian designs. They have the rugged quality and handsome appearance of the fine imports. Come in and see these spectacular designs... The "Thunderbird"... "Antler"... "Caribou"... "St. Moritz"... "Sierra"... "Schottische"... Gay and petite, these colorful knitted "snow crystals." Exclusively at the Town Shop.

\$4.95 to \$8.95

Support the Crater Lake Ski Club - - - Buy Your Membership Here

THE TOWN SHOP

MAIN AT 5TH