

Greetings Varied, Gay

By LOIS STEWART

As early as the first week in October, shops and stores began to display holiday cards including greetings, thank-you notes and other forms of Christmas and New Year stationery. There is plenty of history in back of the Christmas card, those printed greetings which bog down the mailman for at least two weeks before December 25.

Of course, it would be difficult to say definitely when the first Christmas card was sent. We weren't there, Charles, but two books of reference agree that the custom of sending Christmas cards to one's friends originated in England in 1846. It was suggested by Sir Henry Cole to Joseph Cundall, a London artist, who had a drawing made by J. C. Horsley, R.A., and lithographed in black and white and colored by hand. About 1000 copies were sold. It was not until 18 years later that the custom of sending cards became popular. Even then, it was not general. In the course of time the king and the queen and the Prince of Wales adopted the custom and employed distinguished artists to paint an appropriate picture for each of them, which was reproduced in color.

Queen Anne Cards

It was a common practice for children—as far back as the time of Queen Anne—to write Christmas pieces, specimens of handwriting laboriously produced to show the progress from the preceding year. Some of these specimen sheets had engraved borders which were supposed to represent some of the important events which took place during the year, battles, earthquakes, coronations. Some were of scriptural subjects.

Today's Christmas cards are almost as versatile. A check with a Klamath Falls shop offered cards up to around \$60 per 100, and as low as \$2.00 for 50. The subjects were varied—from wildly clad shoppers cooling their feet by a bus stop, surrounded by a heap of packages, to Salvador Dali monstrosities (personal opinion and not shared by Mr. Dali).

Modern Artists

Some of the finest artists of the day have learned that Christmas cards mean more money in their pockets. The names of Picasso, Norman Rockwell, Van Gogh—who is no longer on this mortal coil to share in the world's spoils—and the late Mr. Currier and Mr. Ives. Some of the cards are of true beauty, catching the religious sentiment of the season. Others are modern to the point where you can't figure if it's three angels on a cloud, or Satan himself falling downstairs.

Traditional cards are available, little angels and big angels, choirs of angels and even little colored boy angels. This season there was a

Cards, Old-Fashioned and New-Fangled, Await the Christmas Greeting Purchaser



CHRISTMAS CARDS OF ANOTHER YEAR as vastly different from the elaborate greetings which go through the mails this yule season. In direct contrast to the fancy folding cards of 1947 are the simple post card type sent many years ago to Harold Schieferstein, route 3, box 145. Most of them were mailed from Germany but the one at the extreme right in Mary Lou Case's hand is typically American with a little dog waving Old Glory as his paws hang over a spray of holly.



BUYING THEIR CHRISTMAS CARDS—two out-of-town shoppers, Mrs. Brice Martin and daughter Carolyn from Table Rock ranch in Shasta valley near Montague, California.

Flowers Offer Yuletide Idea Shops Have Candle Heap

Christmas means flowers and there are certain flowers which carry the holiday spirit just as surely as lilies mean Easter.

Klamath florists were preparing to greet the wealth of Christmas greenery expected to flood their

noticeable lack of Scotty dogs and cocker spaniels sporting red bows, and in the animal category, shy, long lashed lambs and fawns predominated. It was amazing how many cards completely ignored Christmas as Christmas. There was one with a hefty looking girl smelling a rose.

No matter what—there is a card for every whim, every like and dislike and every purse. Mountains of them, in every store.

shops to meet the demand of Christmas orders in Klamath Falls. Of course the first flower that comes to mind is the poinsettia and the lovely holiday tradition that goes with it. Next in popularity, according to flower dealers, is the cyclamen, and third in demand is the azalea. Both flowers come in a lovely range of pinks and red.

Jerusalem cherry potted plants and little potted pepper plants are also favorites and linger long in the living room to carry on the holiday air.

Many poinsettias to be sold here this Christmas are locally grown, others are coming in from Portland.

Shops Have Candle Heap

Tired of just plain candles?

Klamath shops poured forth a wealth of ideas for the candle lover, according to today's pre-holiday check.

Ideas were as varied as snowflake designs. There were grinning Santa Claus faces with candles placed behind their faces so that when lighted the faces became transparent and the light gleamed through.

There were snowballs and snowmen, little skaters with candle wicks sticking through their caps, there were choir boys and choir girls and tall, rough candles in red, white and green, some standing a foot and a half high. There were some

so big they would burn for the entire season, and others were so small they would last only the first half hour of the Christmas dinner. The tall, slender candles to put in flower arrangements for the table were available again. In any case—the variety is wide.

Sensational Names Help To Make Perfume Sensational Gift For Milady At Christmas

The big names of the French perfume world were seen again on polished glass counters in Klamath Falls shops and more than one feminine heart will thrill to open a gorgeous trappings which surround these famous scents.

Matchabelli, Caron, Chanel, Cleo and Lavin were vying with each other in surrounding their expensive wares with silver, tinsel, gold and jewels. It was Matchabelli, however, who has walked off for the past two years at the professional shows in New York for the fanciest wrappings.

The names were sensational and at various scores were found—My Sin, Surrender, Danger, Reflection, Nuit de Noel (which was practically the only one that really smacked of Christmas), French Can Can and Sinners! Then there were softer names, Duchess of York, Crown Jewel, Moss Rose, and the simpler designations of Chanel's No. 5 and No. 22.

Bottles were elegant and some were collector's pieces such as the hand cut square crystal bottles and the little flacons which boasted gold encrustations with a wreath of jewels around the stopper.

The manufacturers outdid themselves in packaging. One bottle was encased in a gold bell which really rang, another of Lenthier's products was hidden in gigantic snow ball, and still another boasted a lovely flacon in a small hat box with tiny hat pins protruding from the top of the box.

Scented soaps were available in every possible shape and form. Charles of the Ritz, Rubenstein, Tussy, Dorothy Gray, and a score of others were popping up with beautiful soaps. All are more expensive than last year, however.

RCA Victor Can Solve Your Christmas Problems



See and hear this radio-phonograph combination, 711V2, AM and FM.

\$415



radio-phonograph console with plenty of A perfect addition to any living room — record space. Beautiful walnut or mahogany veneer finish. Model 610V2.

\$340



Combination radio - phonograph, Model 67V1. Contains all the matched elements of the RCA Victor Golden Throat tone system. Tilt-out radio, automatic record changing. Silent Sapphire needle.

\$209.50



Table Model combination in rich walnut veneer (not plastic). Plays 12 records automatically. 65U.

\$104.50



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FINE MUSICAL INSTRUMENTS
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☆ Gift Lingerie ☆

AT

Anita's

Beautiful Sheer

Negligee Sets

16.99

Shimmering sheer negligees with lavish lace trim and beautiful gowns to match... designed for exciting presents and futures!

ROBES — quilted satins, candlewicks, crushed velvet, wool flannels, jerseys. Many with push-up sleeves and luxurious linings.

GOWNS — so sylph-like... Finely tailored or rich in delicate laces.

SLIPS — with sleek smoothness in the newer, longer lengths, tailored or lace-touched. White, blue or blush.

PANTIES — to complete the ensemble. Choose from many styles.

PAJAMAS — Smoothly tailored in printed broadcloths, flannelettes or silks.

BRAS — Dozens of styles in all sizes.

BLOUSES — Wonderful blouses to go with any outfit. Jewel necklines, tailored and lace-trimmed.



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