

Yule Card Designers Hard-Pressed To Keep Missives Warm, Sparkling

Santa Claus has his workshop at the North Pole. Poinsettia first bloomed in its native Mexico, and thanks to the wandering minstrels of medieval England joyous Christmas carols are still sung throughout the holiday season.

Then where, you may well ask, do Christmas cards have their home? Naturally, there are scores of publisher from coast to coast, for Christmas cards have experienced the steady growth of all our modern holiday customs.

There is also a central source of information, which may be described as Christmas Card Headquarters. It's the National Association of Greeting Card Publishers, located in New York's world-famous Radio City.

There, each year, most of the nation's greeting cards pass in review. Early last summer, for example, surveys were made of the 1952 Christmas cards. Trends were carefully studied, and compared with those of past years.

The result was a colorful preview of this year's most popular Christmas cards. New, different, and exciting as they are, it was found that the traditional design motifs, plus sentiments that are warm and personal, are still preferred by most of us.

Christmas card designers, however, have delved deeper into their

bag of tricks than ever before. These wizards of the graphic arts have created more than 25,000 designs—ranging from tiny gift cards to de luxe Christmas greetings costing as much as a dollar apiece.

Many beautiful holiday scenes have been reproduced on sheets of translucent plastic. Forming cover pages, they give a striking three-dimensional effect. Hazy background hues are used to soften the luminous glow of vivid colors on plastic.

Impressive? They certainly are! One picture, an old-fashioned sleighride in the country. Another a roaring fireplace with gaily colored gift packages stacked beside the hearth. "The Legend of the Christmas Candle" may be read inside a third, which portrays a table decor of candles and poinsettias.

There's also a remarkable variety of Christmas card designs taken from Kodachrome originals. Christmas tree ornaments, holly wreaths, pine cones, heribonned church bells, and many other "still life" subjects appear in these delightful color photos. Some are covered with a clear lacquer finish that brings out the most minute details.

Equally new and distinctive are the many inspiring scenes that appear in warm, candle-light color

on embossed foil. Christmas shoppers pause in their rounds before a toy store window. Youngsters gather on a street corner to sing familiar carols. The Infant Jesus is portrayed in the manger at Bethlehem.

These truly beautiful designs resemble original paintings brought to life. They richly portray the spirit and atmosphere of Christmas.

What's more, there are Christmas cards which serve a dual purpose. Some bear special greetings for people whose birthday falls on Christmas Day. Others are appropriate for those in mourning.

If you're planning to send gifts of money, there are clever wallet-shaped cards. A few cut-out angel and Santa cards have colored yarn attached, so they may dangle from your Christmas tree.

Christmas cards with reverent themes, of course, are perennial favorites. In the past five years their popularity has more than doubled. This year those with famous religious paintings from the Renaissance, gentle Madonnas, the Christ Child, the Three Wise Men, and Nativity scenes are in greatest demand.

Perhaps the most important trend, from a shopper's point of view, is that more than 60 percent of the 1952 Christmas cards

carry special titles. They are a wonderful guide in selecting appropriate Christmas greetings, and provide a gay personal touch as well.

Married couples may express their Christmas greetings on a card addressed "To Mom and Dad from Both of Us." For each other they will find such titles as "To My Husband with love at Christmas" or "Merry Christmas to My Wonderful Wife."

Similar titles are available for practically everyone who may be on your Christmas card list. New friends and old, relatives, your minister or priest, sweethearts, or neighbors, the family doctor, and many others with whom you mingle in daily life.

Christmas card verses are much more informal than in recent years. Their keynote is a friendly gaiety that's in perfect harmony with the traditional sentiments they express. Written the way people talk and feel about Christmas, you'll find many that say something like this:

At this happy Christmas season
With its gay and festive air
Straight to you go wishes—
The best ones anywhere—
For a very happy holiday.

That you will long remember
And for a year of happy days
From now till next December.

DISPLAYING CARDS IS FRIENDLY ACT

With so much sentiment attached to the Christmas greeting cards we receive, to toss them on a desk, or store them in a box, is like slamming the door in the face of a friend. They deserve a better fate!

Inevitably, the question arises, "How then may Christmas cards be displayed to the best advantage?" Each year it must be answered anew. What made a solution last year should not be repeated this year—unless you want to be thought of as lacking in originality.

It takes a well-laid plan, of course. But it's surprisingly easy to create a real holiday-at-home atmosphere, with only Christmas cards and a few accessories.

Christmas greetings on your front door, for example, may sound strange at first. Yet nothing arouses the Spirit of Christmas so well as a warmhearted welcome when visitors drop in for a holiday get-together.

Imagine their surprise and delight to find a cheery Christmas card peeking out at them from the holly wreath lodged on your door. If a more elaborate display is desired, tie a big red ribbon bow with a half dozen or more long ribbon streamers suspended from it. Then place little branches of evergreen into the bow, and begin pinning your Christmas cards to the streamers as they arrive.

Apartment-dwellers may find decorations such as these look better on the wall adjacent to their

doorway. In fact, any arrangement that you decide upon will be influenced by the way your home is furnished—if you're a wise interior decorator.

Another idea is to exhibit Christmas cards under the glass top of a coffee table. There they can be admired and compared, without being disarranged or damaged by careless handling.

Other similar displays may be created with a large picture frame, or by attaching Christmas cards with cellophane tape to a mirror. Then, too, Christmas cards look nice in the window—or several scattered along the windowsill—where passers-by may enjoy the many "Merry Christmas" wishes they bring.

Chances are that even if you followed each of these suggestions, there'd still remain a large collection of Christmas cards. In this event, a folding floor-screen is just the thing. Call it a "Friendship Screen," if you like. For once it's set up, the compliments of your friends will certainly make it one.

Cover this screen, in alternate rows, with an inexpensive red or green cotton broadcloth, which can easily be stapled. Then use colored thumb tacks to tether as many Christmas cards as it will hold. And let the cover pages hang open, so both the design and verse may be scanned by others.

Now a word to the wise. Be sure to reserve a place for any Christmas cards that arrive at the last minute. It's only natural for visitors to look for those they sent.

MAKE OWN LIGHTED WREATH



Here's an idea for the household handyman who enjoys making his own outdoor decorations. The large lighted wreath on the home in the photograph above is the product of a home workshop and tailored especially for this house.

As shown in the drawing below, the frame of the wreath was made of wood strapping about two and one half inches in diameter. Although each side of this octagon is 18 inches, you may want to design your wreath to a size better suited to your own house. Before greenery and lights were added to the wreath above, it was

painted dark green to harmonize with the natural greens.

The half-cylinder candles in the center of the wreath was covered with translucent shower curtain material in plain white. The candle is fashioned over a simple frame of coat hanger wire with a wooden top and bottom. Porcelain sockets at top and bottom hold the flame-shaped bulb at the top, and the regular 25-watt household bulb at the bottom which lights up the candle. Notice how a little door is provided at the bottom of the candle to allow convenient access to the lower bulb.



THESE ARE THE CHRISTMAS CARDS that Americans love best. Their colorful designs are preferred above all others, because they are familiar to everyone and rich in tradition. Like the joyous Christmas greetings they carry, some are light-hearted and gay; while others are frankly sentimental. But they are all delightfully characteristic of the Christmas season, easily understood, and a real pleasure both to send and receive. There are thousands of different designs to choose from this year, and the above selection is typical of the nation's favorites.

Firestone

TOYLAND

Now Open

A Complete Selection of
America's Greatest Line of Toys

21 Pieces In All! TOOL CHEST Includes Saw, Hammer, Pliers, etc. 629	DOEPKE SCALE MODEL Tractor-Bulldozer Adjustable Scraper Blade... Rubber Treads! 1375	CHINA CABINET With Accessories Everything for the Young Hostess! Equipped with Plastic Dishes, Knives, Forks, Spoons, etc. 619	DOLL CARRIAGE The Pride of "Little Mothers" ... Has Rubber Tires, Tool 519
A Scale Model of the Modern Fire Truck! DOEPKE LaFRANCE FIRE TRUCK Has Hose, Reel, Bell, Ladders, etc. 1675	FIRESTONE TALKING SERVICE STATION When Car Drives Up, You'll Hear "Gas and Oil Please!" 498	Choose from Our Big Selection! DOLL HEADQUARTERS Walking, Flirting SAUCY WALKER DOLL 16 inches Tall 995 Washable, Wavable TONI DOLLS 14-Inch Doll with Accessories 1195	
JUST 77c LONE RANGER HOLSTER SET	198 MUSIC MAKER MAN His Head Moves and He Turns the Crank and Up Jumps the Monkey	Everything for Making Formula and Feeding Dolly DOLL-E-FEEDER SET Includes Bottles, Nipples, Sterilizer, etc. 319	Big 15 1/2-In. BABY DOLL 319 She Cries—Eyes Move—Dressed so Pretty, too!
409 PITCHIN' PAL GAME Teaches 'Em How to Throw and Catch!	\$2.50 HOLDS IT ON LAY-AWAY! LIONEL 3-CAR FREIGHT TRAIN Locomotive Has a Headlight and Puffs Smoke... There's a Tender, Gondola, Box Car, Caboose, Track, Transformer. 2995		4-PLAY ALLEY GAME Play Baseball, Skill Ball, Shuffleboard or Horse Racing. 519

On Display At Either One of These Stores

J.W. KERNS
OREG., LTD.
734 South 6th Phone 4197
Klamath Falls, Oregon

Firestone
STORES

6th and Pine



**Santa is coming to
MODOC FIELD
FRIDAY NIGHT
NOVEMBER 28**

All Kiddies, all Moms and Pops, all Grandmas and Grandpas are cordially invited to the big Christmas Festival at Modoc Field, starting at 7:30 Friday night. There will be the gigantic pageant, "Christmas Is For Giving," there will be candy canes for the youngsters... and Santa himself will arrive by helicopter. See you there!