



WARM WISHES FOR A *Bright Christmas* THE STORK SHOP

Day of Glory Given To Christmas Trees

Even trees have a space problem—and for the evergreens, it is alleviated at Christmas time, say forestry experts. The big trees get room to grow, and the small trees get their day of glory.

Conservation-minded President Theodore Roosevelt, objecting to the cutting down of millions of evergreens, once adamantly refused to have a Christmas tree in the White House.

His son, Archie, smuggled in a tree and set it up in his room. The deed was discovered and Archie was about to be punished when Gifford Pinchot, the President's conservation adviser, intervened.

Pinchot explained that the cutting of trees, properly supervised, is a good conservation measure.

Archie wasn't punished — and the White House had a tree.

Classifieds Get Quick Results!



Santa finds the real flower.

Poinsettia Puzzle Is Christmas Fun

A fun-maker at Christmas is to ask family or friends this question: "What color is the blossom of the poinsettia plant?" Chances are, the answer will be, "Red, of course."

Actually, the red "blossoms" of the poinsettia are not the flower of the plant—they are leaves. The real blossoms are the tiny yellow flowers in the center of the red clusters.

A comparatively newcomer to the traditional Yule greenery, the tropical poinsettia was discovered in Mexico in 1828 by Dr. Joel Roberts Poinsett, first U.S. minister to Mexico. He aroused interest in the beauty and the plant is named for him.

Albert Ecke, a California farmer, developed and improved the plant and first marketed it in 1906.

INSPIRED BY MAGI

Gian Carlo Menotti's opera, "Amahl and the Night Visitors," was inspired by the story of the Three Kings of Orient.



May you enjoy a truly Merry Christmas. LYLE MINER BARBER SHOP

YOUNG JAPANESE HEED NATIVE GOD HOTEIOSHO

Although Santa Claus doesn't visit Japanese homes, the native god Hoteiosho, the kind old gentleman who carries a pack on his back and has eyes in the back of his head, makes a realistic substitute gifts bearer.

Boys and girls are warned to be good, because the all-seeing Hoteiosho knows everything they are doing.



SCHOEN STUDIOS



Treasure Valley Packing Co.



WISHING YOU A *Gay, Cheerful* Holiday Season

ELLIOTT TIRE COMPANY



Merry Christmas and best wishes of the season to our customers. We're always glad to serve you.

DEE-LITE BAKERY



Have a Merry Christmas! Thank you so much for being one of our customers.

Ideal Cleaners and Laundry



"Peace on earth, good will to all men" is our heartfelt prayer at this holy Christmas season.

NYSSA VETERINARY CLINIC



J. R. SIMPLOT Food Processing Division



To all... We extend our warmest Christmas greetings

HOPKINS WHOLESALE MEATS



SEASON'S Greetings

It's good to greet our friends and neighbors at this happy holiday season. And it's good to know that we have so many loyal friends and patrons. We value your good will, and cherish the privilege of serving you. Sincere thanks.

B & M EQUIPMENT CO.