



Christmas Greetings

We offer best wishes and sincere appreciation to all our friends on this Blessed Christmas.

Kassman Chevron Station



As Christmas unfolds its magical charm and wondrous beauty, we extend hearty greetings to all our cherished friends.

NYSSA FUNERAL HOME
Bert and Joyce Lienkaemper



BECAUSE CHRISTMAS IS TRADITIONALLY A WINTER WONDERLAND, paintings such as "Winter Scene" by the Flemish artist Hendrik Avercamp seem to capture the mood and reflect the spirit of the holiday season. Avercamp devoted his talents

ARTISTIC VIEWS REFLECT 'WINTER WONDERLAND'

In Bethlehem, it's the rainy season.

In Hawaii, Santa Claus might arrive by boat, and Christmas could be celebrated on a sunny beach.

In Australia, Christmas is a time for picnicking--it's summer "down under."

Even in Northern lands, December 25th does not always provide the pleasures of a "white Christmas."

In spite of the varying climates where Christmas is observed, and in spite of the frequent shortage of ice and snow at the appropriate time, the traditional image of Christmas is and probably always will be, a wintry, snowy landscape--celebrated in song and story, pictured in countless paintings.

The countryside under a blanket of snow, the hillside drifted deep in white, the trees bent down with snow or crystal-bright with ice, the lakes, rivers and streams gleaming in ice-covered magnificence--these are favorite themes in holiday lore, and favorite dreams for

all those who spend Christmas cozily among the conveniences of modern centrally-heated buildings and modern transportation.

The "winter wonderland" of ice and snow has been a frequent source of inspiration for artists. There's a wealth of winter landscape paintings that, although not directly associated with Christmas, seem to set the mood and reflect the spirit of the season.

In 16th and 17th century Holland, for instance, a whole tradition of landscape painting was devoted solely to depicting winter scenes--somewhat unusual since the winter weather of Holland is not especially cold. For admirers of art and white Christmases alike, one of the winter landscape, Avercamp's paintings capture to perfection both the beauties and pleasures of winter. Bare branches of trees etch their patterns against expanses of ice, in contrast with the cozy cottages and, on the ice, the merry skaters, for

an ideal blending of the cold weather and warm spirit of a winter holiday.

Of Avercamp's personal history, little is known. Records show that he was baptized in Amsterdam in January 1585, and buried at Kampen in 1634. His painting was influenced by the Flemish landscape tradition and particularly by Pieter Bruegel the Elder--a painter whose fascination with the winter scene did much to shape his landscape style.

The snow-covered hillsides seen in the work of the elder Pieter Bruegel contrast strangely with the flat, icy terrain of his native Holland. The explanation is to be found in travels which took him to mountainous lands.

Bruegel became a master in the Antwerp painter's guild in 1551, and shortly afterward journeyed to France and Italy, says the Grolier Book of Art.

In 1554 he returned from Rome to the Netherlands, recrossing the Alps on his way.

The mountains and scenery of Italy made an immense impression on him, as reflected in the drawings he made at the time.

More than the "contemporary" Italian art, those mountainous vistas influenced his landscape style--and ultimately inspired Avercamp and other Flemish painters of the ever-wonderful scene.

Dressing Dolls

France, famed for its fashions, early gave attention to dressing dolls known as "fashion babies." First created about 600 years ago, the "fashion babies" in later years became ambassadors for French styles.

In the early American Colonies, for instance, the arrival of a group of "fashion babies" from France was greeted with great excitement. For payment of an admission fee, Colonial women could see the dolls displayed, and observe the newest fashions, in miniature.



Happy Holidays! Thank you for your loyalty and good will throughout the year.

ELLIOTT TIRE STORES, INC.



Christmas Joy

At the scene of His birth, the world was blessed with a glorious message. May the eternal joy of Christmas Day live in your hearts!

COAST-TO-COAST STORE



Ray's Body and Paint Shop
Ray Daudt



Rejoice ... for Christmas is here! One of the season's bright pleasures is exchanging holiday greetings. This pleasure is ours as we say, "Thanks" to our many loyal customers.

DORITY BEE BOARDS
John Dority



OLD-FASHIONED Christmas Wishes

We wish you the happiest of holidays, filled with all the friendly warmth of a good old-fashioned Christmas.

Owyhee Barber Shop



MERRY CHRISTMAS

To our host of good friends, we send holiday wishes, with appreciation for your loyalty and good will.

ORE-IDA FOODS, Inc.
Ontario



Thanks, and a very Merry Christmas to all our loyal friends.

TREASURE VALLEY GROWERS and SALES



Greetings

To all our many friends we send this heartfelt greeting... May Christmas fill your heart and home with all its brightest cheer and may you share your joy with all those dear to you.

AMALGAMATED SUGAR COMPANY
"White Satin Products"