

# Two Billion Greeting Cards to Spread Good Will in '51; First Made in 1842

It is difficult to believe that the sending of cheery Christmas cards to friends, a custom which snows under post offices each year, dates back less than 100 years!

It seems strange, too, that the idea first met with ridicule and stubborn resistance, yet has grown until this year the post office will have a landslide of about 2,000,000,000 Christmas cards to handle.

The first known Christmas

card was designed in 1842 in London, England, by William Mow Egle, a sixteen-year-old engraving apprentice. His quaintly chattered card shows scenes of a formal banquet, a party dance and skaters. Underneath the illustration he wrote: "A Merry Christmas and a Happy New Year to You," which still remains the most popular Yuletide greeting among all those ever composed. He printed only one hundred copies and sent

them to his friends.

The card did not make William Egle famous and nothing is known of him after he grew up.

Four years later, in 1846, Sir Henry Cole asked his artist friend, J. C. Horsely, of the Royal Academy in London, to design a Christmas greeting card for him. The card, showing a family celebrating Christmas with brimming wine glasses, met with a storm of protest from

temperance crusaders. Sir Henry, who had sent out 1000 cards to his friends, never again sent another.

The first card to win acceptance was sent out in 1862 by a London publisher, Charles Goodall and Sons. During the intervening years Prince Albert had presented the first Christmas tree in England to Queen Victoria and Dickens' writings had popularized Christmas, causing a mellowing in Eng-

land's stern attitude.

In the United States, the first Christmas card was published by R. H. Pease of Albany, N. Y. It was designed with Christmas scenes and was used to advertise Pease's store. The card was not dated, and since Pease was in business in Albany from 1834 to 1855, it is a possibility that his card antedated William Egle's.

The man who is known as the "Father of the American Christmas Card" is Louis

Prang. He issued his first cards from his litho shop in Boston in 1874.

These cards were world famous for their beauty and craftsmanship and were sold all over the United States. He reproduced these cards in as many as 20 colors, and they are unsurpassed even by our modern cards.

Prang's cards, which were elaborate and sold for several dollars each, used few of the traditional Christmas scenes. He used, instead, designs of spring flowers, harvest scenes and children playing.

## There is a Wide Variety Of Gifts for Youngsters

Christmas shopping takes on an added thrill when you're hunting a gift for the youngsters.

You'll find the stores brim-full of gift ideas for all kids from kindergarten age to vivacious teenagers.

For the small boy, there are T-shirts emblazoned with their favorite cowboy, radio or television hero. Team one of these with a pair of rugged jeans and you'll be giving him his favorite playtime outfit.

Little girls of the grammar school set are surprisingly fashion-minded! They love cute little sweaters, frilly cotton blouses, a perky little raincoat with matching cap or umbrella, or elegantly styled pajamas. Just browse around the girls' department and see all the adorable togs for little girls!

Your favorite book shop or department will yield a wealth of gift ideas. There's a wide choice of titles for the little tykes, from the classic children's books to modern stories that are well-illustrated and written especially for the particular age group.

For the older child, consider a handsome world globe or an atlas to further his interest in geography. You'll find many fine one-volume encyclopedias and reference books that children will be proud to own.

If the child has a particular talent or hobby, seek out gifts to further his interest. Your gift shopping may take you to a hobby shop or art store. But the unabashed joy when he opens your gift will be well worth the extra effort.

Girls of all ages love jewelry! For the tiny tot there are dainty little lockets and bracelets. A smart idea is the expansion bracelet, usually styled with a locket heart center. The teenager would love one of the new dangle bracelets.

They're styled with a clever little gadget attached to a link bracelet.

You'll be cherished always if you're the one to give the teenage girl her first set of toiletries. Many famous houses are putting out beautifully packaged sets of beauty care essentials, especially for young skins. Your gift will make her feel so grown-up!

Boys in their teens are fond of dressing in a blaze of color these days. They'll love a gift in the new fluorescent fabric that comes in terrifically bright colors. You can give a wind breaker jacket, shirt, cap, socks or slace-lace in this fabric—and he'll be delighted.

Sport shirts, casual jackets, robes, pajamas, that are styled like his Dad's are always popular with boys. Popular for school wear are the new jackets of weather-proof fabric that resists wind and rain.

If you're buying wearables for the boys, choose something rugged and in a style that's popular with the gang.

For the high school crowd, you can't go wrong if you give them phonograph records featuring their favorites. The salesperson in the record department can readily tell you the best-loved musicians and help you make your choice. High schoolers love having a record collection for their jam sessi-mo.

Just browse around—stores have gift ideas galore for every youngster on your Christmas list this year!

### THE LEGEND OF THE CHRISTMAS BELLS

From the familiar Christmas tradition stories by William Auld comes the legend of the Christmas bells. When Christ was born and Satan died, the bells of the church were rung.

# Newberry's Christmas Sale

REMEMBER! OPEN NIGHTS UNTIL 9, 'TIL CHRISTMAS!

**Christmas GREETING CARDS!**

29¢ Box Good looking and economical.

59¢ Box 21 French folders with envelopes.

98¢ Box Big value! 25 beautiful cards with envelopes. Reg. Value 1.50

**Gift tyings & Ribbons**

FACIL-FAB RIBBON, 3/4 in. wide, Assorted colors. Spool... 10¢

RAY-RIB RAYON CRIMPED RIBBON, 1/2 in. wide, Assorted colors. Spool... 10¢

TINSEL RIBBON, 1/2 in. wide, Assorted colors. Spool... 25¢

SIZE CRINKLE TIE RIBBON, 1/2 in. wide, Assorted colors. Spool... 25¢

**GIFT BOXES**

10¢ 25¢

LADIES' HANKER-CHIEF BOXES... 12¢

LADIES' HOSIERY BOXES... 2/25¢

NEST CHINA BOXES... 25¢

DRESS, SWEATER & BLOUSE BOXES... 30¢

**PLASTIC TEA SETS**

Service for four. Cups, plates, teapot, silver, etc. Gay fiesta colors. Boxed. \$2.98

**TRAIN SETS**

**MECHANICAL TRAIN SET \$3.98**

Sparkling locomotive with bell, brake tender, gondola; coal car, caboose; 2 sections straight track, 8 sections curved track. Train measures over 35" long!

**DOLLS - DOLLS - And More DOLLS!**

**BIG ALL RUBBER LIFE-LIKE BOY DOLL \$6.98**

**14" TWIN DOLLS IN BABY BUNTING \$5.19**

**18" BABY DOLL \$4.98**

**RANCH SET \$4.29**

Metal bunk house with 12 pieces of plastic furniture; 11 outside pieces; 8 plastic cowboys; 3 horses; 1 steer; oak tree; cactus; 22 fence sections.

**Service Station \$4.59**

2-story garage with upper parking area. Set includes car ramp, washing unit, grease pit and a car. Sturdy metal.

**DOLL HOUSE WITH FURNITURE \$11.95**

Magnificent 8 room, 2-story metal house with attached sun-deck. Complete plastic furnishings. Doll family and sedan car. 33 1/2" x 12" x 18 1/2"

**PERSONALIZED CHRISTMAS GIFT STOCKINGS 49¢**

Trimmed with jingle bells and Santa Claus Reindeer design. 19 1/2" long. Duvetyne cuff, white edging.

**BOYS' HUGGER CAPS \$1.25 to \$1.69**

for the cold weather days.

**MODERN FARM SET \$5.29**

Metal barn 13 1/2" x 9 1/2" x 9 1/2". Set includes plastic tractor with implements; 21 plastic animals; 6 dolls; fence; birds; milk platform with cans.

**SPECIAL! MEN'S SHIRTS DRESS \$1.98**

The finest mercerized broadcloth cut to fit with style and comfort. Sanitized. Fused stand-up collars and soft collars with stays. Looks like a \$5 buy! Get all you need today. Sizes 14 to 17.

**DOLL CARRIAGE \$6.98**

Handsome leatherette with firm steel frame, 16 1/2" x 7 1/2" x 6". Collapsible. Green body with yellow trim. Rubber tires, 6" wheels.

**MECHANICAL TOYS**

**METAL DUMP TRUCK \$1.29**

12 1/2" long. Heavy gauge steel. Lever action dump.

**MECHANICAL FIRE TRUCK \$2.19**

Swivel extension ladder. Motor with brake. Plastic, 12 1/2" long. Siren.

**SPARKLING FIGHTER TANK \$2.29**

10" long. Soldier pops up from cockpit.

**GUN & HOLSTER SETS \$1.98 to \$2.98**

Western style belts with one or two holsters. Complete with realistic pistols.

**ANTI-AIRCRAFT TRUCK \$1.98**

Swivel cannon shoots dummy shells. Friction motor. Ladders, 15 1/2" long.

**TOYS to fill your CHRISTMAS STOCKING 10¢**

Plastic Panel Truck... 10¢

Plastic Milk Truck... 10¢

Mystery Mask... 10¢

Assorted Books, each... 10¢

Plastic Cadillac Sedan... 10¢

Plastic Toy Truck... 10¢

Plastic Convertible... 10¢

Plastic Coupe... 10¢

Plastic Sedan... 10¢

Plastic Plane... 10¢

Convertible Coupe & Driver... 10¢

Jr. Police Set... 10¢

Compo Blanket Doll... 10¢

Skill-Test Puzzles, each... 10¢

8 Bluebird Balloons... 10¢

Boy's Wrist Watch... 10¢

Girl's Wrist Watch... 10¢

Clown Pipe Whistle... 10¢

Plated Horse & Rider... 10¢

Plastic Horse & Rider... 10¢

Sponge Ball... 10¢

2" Sponge Return Ball... 10¢

Metal Scissors... 10¢

Wiggly Snake... 10¢

Roll-O-Dough Play Money... 10¢

Plastic Fire Engine... 10¢

Sheriff Gun... 10¢

Toy Egg Beater... 10¢

**LIGHT THE WAY TO A Merry Christmas WITH Lamps**

**TABLE LAMPS \$4.45**

Beautiful China Base Complete with Rayon Shade

**CHRISTMAS SPECIAL FLOOR LAMPS \$7.95 and up**

COME IN AND BROWSE in our beautiful Christmas Lamp Department. You'll solve EVERY gift problem.

For Your Convenience—Open Every Nite till Christmas!

**J.J. NEWBERRY CO. 5¢ · 10¢ · 25¢ STORES**

Corner of Sartori & El Prado — Torrance

**FRANK'S Furniture Company**

1334 EL PRADO TORRANCE 1443 Complete Home Furnishings—Easy Credit