

Since 1800, West Virginia has produced five billion tons of coal. In the U. S. there are upwards of 5,000 companies operating about 8,000 coal mines.



It is our earnest wish  
 that all that is good  
 shall be yours in the coming  
 Christmas Season.

**Caldwell's Clothing**  
 5th and Main Phone 5118



**George Conis**  
 441 Main Phone 4133

## Christmas Greetings



the good fellowship of  
 the Christmas Season  
 which enables us to extend  
 our cordial greetings  
 to our many friends and customers.  
 May the peace and joy  
 of Christmas  
 continue with you for  
 many days to come.

**Ruback Super Market**  
 134 N. 6th St. Phone 269



**BETHLEHEM**  
 The Church of the Nativity

## Everyone Wants To See Just One 'Good Old' Yule

"How I would long to see just one more 'old-fashioned Christmas.'"

These are familiar words at this time of the year. Before the Yuletide season is over, some member of the family, grandfather or grandmother, probably, is certain to pass that remark, as they have done each Christmas of the past.

And yet, if we search back into the records . . . to the turn of the century, say . . . we find that, even then, someone was wishing for "an old-fashioned Christmas." It is then that we realize that the celebration of the birth of Christ has not changed greatly with the passage of centuries. Basically, Christmas is the same, year after year. It is only the world and the people who are not the same.

He may not admit it, but when grandfather first began to raise a family, he overheard his elders musing over the changing Christmas customs and heralding the approach to "complete commercialism" of the Yuletide celebration. Even then they were worried.

No one can deny that Christmas has been greatly "commercialized" since the days of early America. Yet, so has the entire nation. In the days of our ancestors there were none of the vast trading centers and commercial marts that we know today. Our very way of life has been greatly changed with modernization. Our holidays, and Christmas is the principal one, have managed to keep abreast.

Still, without reservation, Christmas is basically unchanged in its true meaning as a celebration of the birth of the Christ-Child redeemer, come to save the world. No matter how great or how small the presents piled beneath the tree, each Christian heart never ceases to remember that Christmas is Christ's day.

### Custom of 'Pinata', Observed in Mexico, Is Spreading to U.S.

The pinata, Christmas custom so long observed by the happy children of Mexico, is gradually spreading into the United States.

Although it performs year-round duty in the land south of the border, the pinata is busiest during the Mexican Christian festival that lasts from December 16 to January 6. In America, it is used in various parts of the country only at Christmas time.

The pinata is made of thin, fragile clay, and is filled with sweets and trinkets before being suspended from the ceiling.

Each of the guests, not always only just children—is blindfolded and given a stick. The object is to swing the sticks overhead until someone shatters the pinata, sending the delicious contents pouring out.

The pinata is a great aid in making the long Christmas season tolerable for Mexican children. Tradition decrees that they must wait until the final day of the 21-day Christmas season to receive their gifts.

### Christmas Was Once Holiday That Moved About on Calendar

Christmas was once a movable feast. The eastern branches of the Christian church usually celebrated it in April or May, Western Europe sometime in January.

In 337 A.D., St. Cyril, bishop of Jerusalem, set out to make the date universal. With the permission of Pope Junius I, he appointed a commission to determine, if possible, the precise date of Christ's activity. The theologians of the Church finally agreed upon December 25, and since the year 354 this date has been celebrated.

Members of the Greek, Russian and Ukrainian Orthodox churches in the 20th century observed the date of January 7.

Hopkins County in Kentucky produced nearly 11 million tons of coal in 1949.



To the casual observer, it is just another typical night in Bethlehem, sleepy town of many generations. Excepting, of course, that the population is more than double, for all the descendants of David have come to register as ordered by Herod. For many, there is no room.

And yet, there is more about this night! And there are some whose faith and wisdom give them eyes to see. Near the hour of midnight, a darkened sky suddenly shimmers with a light of ethereal beauty, and angels appear to sing a great psalm:

"Glory in the highest,  
 And on earth, peace to men of good will."

A new star fires itself to brilliance near the edge of town, bathing in its light the stable where a Galilean carpenter named Joseph has taken refuge with his bride, a queenly young girl named Mary. For them, there had been no room.

The star rests above the humble shelter, sending down golden rays that illuminate the area in a strange, unearthly manner.

In the distance appear a group of Magi, wise men of Persia. They have followed the now resting star and are heavily laden with gifts of gold—presents for a new-born king. Along the roads hear the shouts of the citizens, led by angels, who come to adore.

There in the stable, wrapped in swaddling clothes and laid in a manger, the Christ-child awaits.

to you  
**GOOD CHEER AND HAPPINESS**  
 MOM'S CAFE  
 420 Main Street Phone 218

**Greetings**

We hope this Christmas will be your happiest ever

**FRICKE DRUG CO.**  
 106 South 6th Phone 3237

— "good will to men" this is the wish on our lips, the prayer in our hearts as we attend church at Christmas time.

We Extend To You Season's Greetings and Appreciation For Your Business For The Past 10 Years.

**Huebner "66" Service**  
 310 Chicago Ave. Phone 212

## That REINDEER

FAIRY TALES and Christmas stories are a Yuletide tradition. It is thus fitting that the story which promises to be America's most popular and long-lived fairy tale is related to the Christmas season.

Once upon a time there was a reindeer with a built-in flashlight bulb for a nose. You know, Rudolph, the red-nosed reindeer. From a small beginning in 1938, the little animal with the built-in beacon has become as familiar as Humpty-Dumpty and Cinderella to youngsters everywhere.

First invented as a sales giveaway promotion for Montgomery Ward by Robert L. May, Rudolph was featured in many free booklets before he became associated with Christmas. Songwriter Johnny Marks liked the title "Rudolph, the Red Nosed Reindeer", so he wrote a song about it. He was so sure he had a success that he started his own Publishing company, using "Rudolph" as his first release. Gene Autry made the initial recording, and that one record sold 2,000,000 copies.

Last year, there were 16 different recordings of the song for sale, ranging from boogie-woogie by Sugar Chile Robinson to Bing Crosby, and cowboy singers.



... A HERALD OF THE KING ...

### Tree Decoration Has Ancient Source In Arabian Legend

When you fasten the ornaments to your Christmas tree this year you will be commemorating a centuries-old Arabian legend that relates how plants blossomed and flowered and trees miraculously bore ripened fruit on the eve of the first Christmas.

In fact, the Christmas tree itself stems from the story of a Scandinavian "sacred" tree and Martin Luther, a German, is said to have brought the first one indoors and decorated it for the Yule season in the early 16th century.

These are only two of more than a score of legends from which today's Christmas symbols and customs stem. According to Jeannette Lee, who has probed their origin for nearly a dozen years, the American Christmas symbols—from candles and bells to kissing under the mistletoe—have no common nationality. They have come from all parts of the world.

Mrs. Lee, who is supervisor of creative art for a greeting card company, constantly utilizes the traditions and emblems of the festival as ornaments for Christmas cards and is just as constantly searching for new ones. This year, for example, the bright-colored tree ornaments are in high vogue as decorative devices on Christmas cards.

### Christmas Helps World's Economy

Many people, with the total exception of children, have come to believe that Christmas has become too commercial. In a spiritual sense, this is true to some extent.

Economically, however, no other holiday or festive season contributes so much to the welfare of the world. Christmas has hardly passed into the new year before thousands are at work on toys and myriads of other Christmas specialties for the next holiday. Each year, as the lights of Christmas trees twinkle on a wintry night, how many of us think of the millions who have gained employment through the Christmas shopping industry?

And yet, "too commercial" may be an overstatement. Is it too wrong, once a year, to make the dominate theme one of giving, rather than of receiving? Christmas, and the spirit of Christmas, has endured wars and great chaos through centuries as a time of joyousness and happiness, and giving has always been an important part of the festivities.

The picture of the family united, with presents opened, and children wrapped in the joyousness of childhood's greatest emotion is still, and will remain, the Christmas story.

The state of Illinois has produced more than three billion tons of coal since 1800.

JUST A PLAIN  
*Merry Christmas*  
 From One Friend  
 to Another  
**ART'S BARBER SHOP**  
 ART and ROY

BEST WISHES FOR THE  
*Season's Cheer*  
 AND HAPPINESS  
**Mr. and Mrs. Wm. S. Wetenkamp**  
 818 Ave. D Phone 5176

**CHRISTMAS GREETINGS**

May yours be extra jolly  
 to reward you for the fine  
 friendships, our wish for  
 you on this gala day.

**STIBAL VARIETY**  
 Joe J. and Freda

**Season's Greetings**

To wish you a very merry  
 Christmas and a prosperous  
 New Year and to express the  
 hope that our present cordial  
 relations may continue for  
 many years to come.

**PLATTSMOUTH STATE BANK**  
 Member of Federal Deposit Insurance Corp.  
 DEPOSITS NOW INSURED FOR \$10,000.00