"Real square" cards favorites this year

By EDNA BLAKELY
Canadian Press Staff Writer

Christmas cards tend to be "real square" this year. Sick humor and the slim jim style are being replaced by the square card with the conventional message.

While cards are wider, Santa is slimmer. St. Nick — with a waistline—romps across cards selling well in every province.

Most popular in card stores across the country are packs of 25 cards of one design. D. R. Wallace, district manager for the Prairies of a large card manufacturing company, estimates that 50 per cent of total sales will be solid packs.

REFLECTS SWITCH

"The sender used to look at a card and say, 'It suits Aunt Sue or Uncle Ben.' Now the receiver gets a card and says, 'Isn't this just like good old Joe?'" Mr. Wallace says.

This reflects the change from 10 years ago when the sender matched cards to the personality of the receiver. Now cards reflect the sender's personality.

Winter scenes, popular everywhere, are especially popular along the west coast. At Vancouver, citizens can buy boxes of assorted Vancouver scenes. The snow scenes are used exbusiness cards at Edmonton. tensively for both personal and Personalized cards are in vogue on the Prairies this year.

Contemporary humor, popular in the East last year, has gained mild popularity in the West this year. Called studio, contemporary, sick or beat, the cards sell for 25 cents each. Sample greeting:

"Hope a very special friend has a very special Christmas . . . and I hope yours is nice too."

POPULAR IN QUEBEC

Religious cards have wide appeal in the province of Quebec. One firm, which produces cards in French, turns out 50 per cent of its work with religious motifs. Reproductions of contemporary Canadian art and the old European masters are growing in demand. Half of the 80 designs by a six-year-old Quebec firm were done by Canadian reproductions is a felt-brush drawing of Colin Haworth, 43-year-old Montreal public relations executive who draws in his spare time.

Pastel shades, particularly turquoise and pink, have made great inroads into the traditional red and green shades in Ontario and Quebec. Gold and silver sparkle on many Ontario-sold cards.

In the Maritimes, the demand for religious cards appears to be confined to elderly people. In the West they make up about 15 per cent of the card market.

At Vancouver, one retail outlet reported the sale of religious cards down 40 per cent but other outlets reported the cards were major sellers this year.

Prices, generally, run from $1 to $4 for a solid pack of 25 cards and assorted 50-to-a-box cards sell at 98 cents. They feature typical Christmas symbols — holly, candles, wreaths and bells.

SANTA IS SLIMMER — Santa is slimmer on most of this year's greeting cards, as seen (lower right) on a typical children's card. This was one of the trends noticed in a country-wide check on the type of cards Canadians are buying this season. Here are some of them: Top row (left), a felt-brush drawing by Colin Haworth, Montreal public relations executive who draws in his spare time; (centre) an ever-popular scenic card, this one by landscape artist Tom Roberts; (right) the "sick" card; on the inside this one says "it's the tramp, tramp, tramp of those ruddy reindeer on the roof!!; Middle row, three cards from French Canada, ranging from a strictly religious design (left) to a sparkling Christmas tree (right); Bottom Row, (left), a card by a Quebec manufacturer featuring the painting of a Belgian artist. It is a modern interpretation of the Madonna and Child.

—CP photo.

PERSONALS

Leaving aboard the "Canadian Prince" Saturday night are Mr. and Mrs. Alfred Henriksen to spend Christmas with relatives in Vancouver. They will be away for two weeks.

J. H. Stannard, 935 First Avenue West, is leaving the city Saturday by boat en route to Coombs, Vancouver Island, where he will join Mrs. Stannard to take up permanent residence.

PERSONALS

Leaving tomorrow by train are Mr. and Mrs. Ronald Merrison and their son Bruce, en route to Winnipeg to spend Christmas and New Year's with members of their families.

Mr. and Mrs. E. T. S. Moore and their children Joyce and Douglas leave tomorrow morning by Canadian Pacific Airlines plane en route to Nanaimo to spend the Christmas season with former residents, Mr. and Mrs. G. E. Moore, parents of Mr. Moore.

Mr. and Mrs. Robert Parker, 801 Summit Avenue, are leaving aboard the "Canadian Prince" Saturday night for an extended holiday in Vancouver and southern points.

CHILDREN'S SHOWS

About 1,500,000 children in Britain attend Saturday morning movie shows of cartoons, shorts and features selected for children.

Announcements

● Canadian Legion New Year's Frolic, December 31, 1959 at 10 p.m. Tickets $12.00 per couple. Phone 4141 for reservations. (253)

● The Prince Rupert Burns Club will hold its annual meeting Wednesday, December 16, at the Lotus Cafe, at 7 p.m. All adherents welcome. (243)

SUCCEEDS GUNNAR SELVIG

G. K. Laird elected president of SON

G. K. Laird was elected president of the Sons of Norway Vinland Lodge No. 28 Monday night when the group held its year-end meeting in the SON hall with retiring president Gunnar Selvig presiding.

Others named to office were John Fredheim, vice-president; John Pedersen, counsellor; Mrs. Torleis Strommer, assistant social director; Mrs. John Pedersen, financial secretary; Mrs. Henry Hansen, treasurer; Norman McGlashan, secretary and Mrs. Arvid Maki, assistant secretary.

Mrs. Jean Muma, marshall; Mrs. Annette Dehli assistant marshall; Hans Husvik, inner guard; Henry Hauknes, outer guard; Alf Jensen, three-year trustee; Martin Bjorndal, two-year trustee and Egil Rasmussen, one-year trustee.

During the business session plans were completed for the children's Christmas Tree party at 2 p.m. in the Sons of Norway which will be held December 21 hall.

It was announced that the party is for all children of Sonja Ladies and SON members.

Plans were also completed for the adults' Christmas dance to be held Monday, December 28 in the SON hall, beginning at 10 p.m.

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MANY OF THE BEST PARTIES ENJOY OUR DELICIOUS CHINESE FOOD!
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MELROSE CHOP SUEY
Daily News Classified Ads

OREGON WEDDING

A. E. Fredheim marries daughter of U.S. mayor

Prince Rupert shared interest in the lovely evening wedding ceremony which united in marriage Miss Viola Gramson, daughter of Mayor and Mrs. Harold Gramson of Warrenton, Oregon, and Allen E. Fredheim, son of Mr. and Mrs. John H. Fredheim of this city.

The floral candlelight double-ring service took place November 27 at the Gray Memorial Presbyterian church with Rev. James Peterson officiating.

Given in marriage by her father, the attractive dark-haired bride wore a gown of chantilly lace featuring a pannier-style skirt with scalloped hemline in ballerina length. The bodice was styled with a sabrina neckline, cap sleeves and white pleated taffeta fitted waistband. Her nylon veil fell in two tiers from a cap of lace and pearls and she carried a bouquet composed of orchids.

Attendants Mrs. Donald Wright and Mrs. Frank Schaefers wore identical gowns of green velvet fashioned in ballerina length. David Cochran was best man and ushers were the bride's brothers, Gilbert, Terry and Roderick Gramson.

For her duaghter's wedding Mrs. Gramson chose a grey lace-over-pink taffeta with accessories en tone.

Mrs. Fredheim was charming in a light-blue brocade gown with matching appointments. Both mothers had corsages of pink rosebuds.

Baskets and bowls of chrysanthemums flanked with silver tapers, formed the decor at the reception in the Astoria Golf and Country club, while a three-tiered wedding cake centred the beautifully set bride's table.

Following a short wedding trip, the newlyweds are now at home in Eugene where the groom is completing his senior year at the University of Oregon and the bride is in her first year of teaching at Santa Clara grade school.

Mr. and Mrs. Fredheim and their daughter Miss Marlene Fredheim of Vancouver were among the many out-of-town guests attending the social event.

Mr. and Mrs. E. M. Olsen and family left this morning by train for Rosetown, Saskatchewan where they will spend the Christmas season with Mrs. Olsen's mother.

YOUR SUITS ALWAYS FIT PERFECTLY

LING TAILOR

TURKEY BINGO
ANNUNCIATION HALL
Thursday, Dec. 17th – 8 p.m.
4—$50 Games
11 Games at $20 and $15
EVERYBODY WELCOME

EXCELLENT
BUSINESS OPPORTUNITY
in Prince Rupert, B.C.

For a smart merchandising minded young man preferably one who has grown up in the community. This is a splendid opportunity for such a person who wants to set up business in his hometown.

This is a three-quarter million dollar business in the sale and servicing of cars and trucks. It represents a direct factory franchise which would develop into the number one or number two dealership in terms of vehicle sales and profits in the area. It would include Canadian, U.S. and British built cars, trucks, parts and accessories. Naturally the opportunity would demand capital investments in garage building and inventories.

For further particulars write to Box 640, Daily News.

Names in the News

LOS ANGELES — One-time child actor **Bobby Driscoll** has been freed of a charge of possession of equipment for the use of narcotics. A judge acquitted his Tuesday after a sheriff's deputy testified he was unable to say definitely that a paper bag containing a hypodermic needle and a syringe fell from Driscall's hands.

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NEW YORK—Ex-convict **Lee Schlesinger**, 43, was sentenced Tuesday to 20 years to life in prison for the fatal stabbing of the assistant manager of Birdland, Broadway jazz spot. Schlesinger was convicted November 9 of second-degree murder in the death of **Zachariah Levy**, 36, last January 26.

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HOLLYWOOD—Golden Apple Awards have gone to **Shirley Maclaine** and **David Niven** as the screen celebrities most cooperative with the press. The awards were presented by the Hollywood Women's Press Club.

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NEW YORK—**Brooks Atkinson**, drama critic of the New York Times, is retiring as an active critic at the end of the current theatrical season, the newspaper says today. Atkinson, who requested the move, will remain a member of the Times' staff. His successor was not announced.

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LONDON — **Prince Philip**, pilot, yachtsman, polo-player and keen motorist, over the weekend tried out the latest sport craze—go-kart driving at Windsor Palace. Go-karts-two-stroke, no-body, no-gears, baby racing cars—can reach 50 miles an hour.

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NEW YORK—**George Meany**, AFL-CIO president, Tuesday ruled out an exchange of labor delegations with the Soviet Union because there are "no free trade unions in the U.S.S.R." Meany, returning from a conference of the International Confederation of Free Trade Unions in Brussels, said he did not think much had been accomplished.

WASHINGTON — **Agriculture Secretary Ezra Taft Benson** went home Tuesday after two weeks in Walter Reed Army Medical Centre for removal of his gall bladder.

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NEW YORK—**Rev. J. Stuart Wetmore**, a native of Hampton, N.B., Tuesday was elected suffragan bishop for the episcopal Anglican diocese of New York. He is a graduate of the University of King's College, Halifax.

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ROME—Two Roman Catholic priests were beheaded when their missionary station at Bafanga, in the French Cameroons, was attacked last month by hundreds of outlaws, the Fides News Agency reported Tuesday. Fides said the dead priests were **Father Gilles Heberle**, head of the mission, and **Brother Valentine Saron.**

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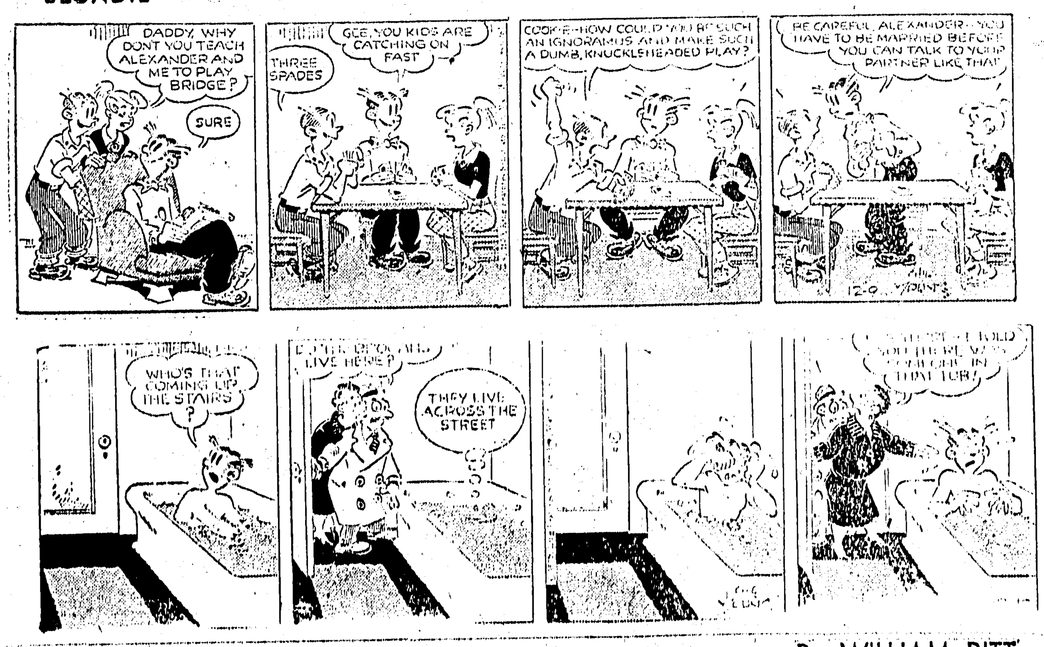
ABOARD U.S.S. DES MOINES —**President Eisenhower** luxuriated today in his first complete relaxation since he started his three-continent goodwill tour December 3. He sailed westward in the Mediterranean aboard the U.S. heavy cruiser Des Moines. He resumes talks on world problems Thursday with **Tunisia's President Habib Bourguiba in Tunis.**

ARCHIE — By BOB MONTANA

BLONDIE — By CHIC YOUNG



ESKI — By WILLIAM RITT

"LOOK, DOC," cries Eski, pointing, "there's a herd of funny-looking horses -- with poles sticking out of their heads!" Doc Dickery takes a peek. "Those, my child!" he says, his voice trembling, "are real, live unicorns!"

"AND there's a huge snake," Eski shouts. "It has legs and is blowing out smoke!" "Gracious, what a monster!" Doc shudders. "It's a dragon and it must be at least 100 feet long! The old stories were true, after all!"

ESKI AND DOC continue to point out to each other new wonders which come into view. Suddenly, Eski sees a tiny cottage, far below in a lovely little valley. "Let's take a closer look," suggests Doc. "O.K.," agrees Eski.

DOWN, down, down swoops the Atomic Sleigh as Eski guides the speedy machine to a safe landing near the tiny house. "It appears to be empty," says Doc. "We'll find out very soon!" (To Be Continued)