Why Can’t Dad Come Home?  

President, Father Explain To Del City Girl, 8

By JUDSON R. SMITH

Dad will be away this Christmas, a President explained to a young girl, because no one wants to have a Christmas and be able to have one...

"The President was with his heart that year father couldn’t be in the White House in Del City," the President’s older brother explained to the girl. "But she told the President that she didn’t want to be in the White House and that she didn’t want to have a Christmas."

"If your father is in the White House and if you have a Christmas, you have to be in the White House with him," the President’s older brother explained to the girl. "But you don’t have to be in the White House with him if you don’t want to.

Dad will be away this Christmas, because no one wants to have a Christmas and be able to have one..."
'Budget Fattening' Splits Lawmaker

Extra $30 Million Possible If 'Surplus' Topped

New Directory Scheme Aims At Chiseling Businessmen

Majority Observing Laws, Bartlett Notes

Sears

After-Christmas SALE

Tuesday Only!

SAVE 94¢

Entire Stock of Hi-Fi and Stereo Record Albums

Regular 83.38

Stereo & Hi-Fi

2.44

H.K.Y.

Top 50...15 RPM Records

86¢

Special Group 15 RPM Records

6 Each

Stereo or Hi-Fi

1.33

Avoid the Rush — call today!
SALE!

1/2 OFF ON ALL OUR STOCK OF CHRISTMAS WRAP!

Yes! We’re Open Today
Christmas Eve From 1-5 P.M.
For Your Last Minute Christmas Shopping Convenience
Merry Christmas!

1/2 PRICE SALE ON ALL HOLIDAY DECORATIONS

BUY NOW FOR NEXT YEAR AND SAVE!
6' SILVER FOUNTAIN ALUMINUM TREES
OUR REGULAR $7.88
YOU SAVE
50%
$3.88

Western Bankotele
$77

Mattel Pocket Shot
69

Mattel Bat Bomb
47

Marx Talking Cash Register
$3.97

Miles Talking Cash Register
$3.97

Healthproof Floodlight Fixture
$2.50

S & S "Merry Holiday" 35 Light Set
$1.88

Santas
$1.88

Buddy L. Circus Wagon
$5.77

Candy Apple Maker
$1.23

Whome Super Stuff
37

Embee Peanut Maker
$2.99

Ideal Hand Puppets
67

Embee Peanut Maker
$2.99

Ideal Kilaam Game
$2.77

Ideal Slap Trap Game
$2.67

Kiddie Krome Table & Chairs
$1.37

Protzel Maker
$2.97

Sosie Hamemaker
$6.97

WHERE THE MEN ARE IN VIETNAM:

This newspaper page contains a map of Vietnam and the United States, showing where the men are stationed. The text on the page includes various advertisements and deals for Christmas gifts. The map highlights different areas and bases, including those where U.S. military personnel are located. The page also features a section for guidelines on how to order gifts for Christmas.
PACKERS JAR RAMS, 28-7

WINGS' RALLY CLIPS BLAZERS

Texans Drop OC To Third

Sidle Scores 32, Cheatwood Skips Drill

Bob 'Let Loose And Fly'

Injured Colorado Soph Rips Rams

Oilers Win It
Chiefst Top All-College Field

Kansas Liked In Big Eight Meet

Dallas Seeks Generals’ Million: Crown Today

Doug Says Spurs Key For Vols Man With Everything

OU Departs Monday

Spanish Boxer Almost Turned Into Twiggy

European Writers Honor Ryun Again

Packers’ Old Pros ‘Wanted This Game’
Tax Hike Possible In 1968?

WASHINGTON (AP) — The White House, Rwanda, reported today...

'Santa's Helpers' Protest

NEW YORK (AP) — The Board of Directors of the United Nations Educational, Scientific and Cultural Organization (UNESCO) has approved a resolution calling for an end to the United States' boycott of UNESCO. The resolution, introduced by France, was adopted by a vote of 32 to 12, with 12 abstentions.

Grand Teton Try Stated

BOISE, IDAHO (AP) — A state of emergency has been declared in Idaho following the discovery of a new strain of the disease that affects cattle. The outbreak, which has spread to several states, is believed to be caused by a virus that is similar to the one that caused the 1957-58 epidemic.

Prisoners Released In Greece

ATHENS, GREECE (AP) — A new wave of prisoners has been released in Greece, bringing the total number of prisoners released since the start of the year to 1,000. The releases were made under the terms of a new law that was passed by the Greek parliament in August.

Navajo Girl Doing Well

GALLUP, NEW MEXICO (AP) — A Navajo girl has been released from the hospital after suffering a serious injury in a car accident. The girl, age 16, was struck by a car while walking home from school.

They'll Wait For 'Ortho'

MELBOURNE, FLA. (AP) — A group of Florida athletes has been forced to wait for their orthopedic doctors to return from the summer break. The athletes, who are members of a local track team, have been waiting for their orthopedic doctors to return from the summer break.

Chrysler Rejects More U.S. Funds

DETROIT (AP) — Chrysler has rejected additional federal funds to help them through the current recession. The company has been seeking aid from the federal government to help them through the current recession.

Police Charge Spontaneous Wrong

U.S. Court Rules

WASHINGTON, D.C. (AP) — A group of police officers has been charged with assault after a spontaneous crowd of spectators refused to disperse during a protest. The police, who were responding to a call, were caught unawares by the crowd of spectators.

Christmas Just For The Kids? No Sir!

Oklahoma City (AP) — Christmas is not just for the kids, according to a new survey of parents. The survey, conducted by the Oklahoma City Chamber of Commerce, found that 85% of parents believe that Christmas is not just for the kids. The survey also found that 75% of parents believe that Christmas is a time for families to come together.

Service Tuesday For W. R. Arnold

Oklahoma City (AP) — Services for W. R. Arnold, a prominent local businessman, will be held on Tuesday. Arnold, who was a key figure in the local business community, died unexpectedly last week.

Weather Word

Oklahoma City (AP) — The weather is expected to be mild and sunny today, with a high of 70 degrees. The forecast calls for a slight chance of showers later in the day.

Vital Statistics

Oklahoma City (AP) — The latest vital statistics for Oklahoma City show a steady increase in the birth rate. The birth rate for the city is now 16.6 per 1,000 population, up from 15.9 per 1,000 population last year.

Ex-Fireman Dies; Rites Set Sunday

Oklahoma City (AP) — A former Oklahoma City firefighter, who died last week, will be remembered at a funeral on Sunday. The funeral, which will be held at the Oklahoma City Memorial, will be attended by family and friends.

To The Sligh

Oklahoma City (AP) — The Oklahoma City Memorial has been dedicated to the memory of those who lost their lives in the tragic event.

State Expecting Big Pecan Crop

Oklahoma City (AP) — The state is expecting a bumper crop of pecans this year. The pecan industry is an important part of the state's economy, and the harvest is expected to be 50% larger than last year.

University Head Quits After Rebuff

Oklahoma City (AP) — The head of the University of Oklahoma has resigned after being rejected for the position of chancellor. The rejection, which came as a surprise to many, has raised questions about the selection process.

Making Christmas Merrier

Oklahoma City (AP) — The Oklahoma City Chamber of Commerce is encouraging residents to make their Christmas season merrier. The chamber is sponsoring a series of events to help people celebrate the holiday.

Oil Import Control Changes Set

Oklahoma City (AP) — The Oklahoma City Chamber of Commerce is encouraging residents to make their Christmas season merrier. The chamber is sponsoring a series of events to help people celebrate the holiday.
The Oklahoma Journal, Monday, December 22, 1947

On The Eve Of Christmas...

By Fayie Taylor

The last week of December is the time when houses are being decorated with green and gold trappings, and the Christmas tree is being set up in the living room. The tree is usually a large one, and the decorations are hung with care and attention to detail.

Evans Home Furnishings
800 So. Western

YEAR-END CLEARANCE SALE!

OPEN TODAY!!

Christmas Eve Special!

For today only! Your choice of any recliner at rack bottom price!

Your Choice

$49

Today, Christmas Eve, you can take your choice of any recliner shown and pay only $49, at Evans. At this low price we cannot deliver. We will be happy to load them up for you on your car, truck or trailer. Choose: A. The high leg recliner B. Man's King Size Rocker or C. The Rocking Recliner. All are covered in vinyl in your choice of brown, black or olive.

SPECIAL TODAY ONLY!
Weddings Are Solemnized

Weddings, Receptions Follow Colorful Yule Scheme

Trip To Holy Land Reveals Christmas 'In The Heart'

Miss King: Marries Mr. Taylor

Miss Greely To Wed Jack Trent

Fabric Clearance

To loyal Old Friends... to Cherished new Friends... to those whose friendship we trust... we hope to earn...
"The Home Finders"

Christmas Tree represents our thoughts to you and yours.
Christmas is giving . . .
giving is loving . . . so remember
Christ and have a Merry
Merry Christmas.

THE Home Finders
What's Inside

DON CHERRY: THE SWINGING SINGER

DON CHERRY, the singer and guitarist, is featured in this issue. His style and music are showcased in the feature article. You can read about his career, influences, and upcoming events. PAGE 15.

CHRISTMAS PETS ARE SOMETHING SPECIAL

If your pet is going to be the happy recipient of a gift, make sure you choose something that will bring them joy and comfort. This section provides ideas and tips for finding the perfect Christmas gift for your pet. PAGE 17.

SAFETY FIRST: FIRE ESCAPES

This year, before the holiday season begins, make sure you review your home's fire escape plan. This article provides a step-by-step guide to creating an effective emergency exit plan. PAGE 20.

SOCCER COULD BE THE SPORT FOR ALL THE AGES

Soccer is a sport that appeals to all ages and skill levels. It can be played on a small field or a large stadium, making it accessible to everyone. This article explores the benefits of soccer and how it can be an inclusive sport for all. PAGE 22.

Boo-hiss BETTERING AGAIN MIA, FRANKIE

Mia and Frankie are the stars of this year's Christmas special. They have improved their acting skills and are ready to take on new challenges. This article highlights their progress and the hard work they have put in. PAGE 24.

LIBBY PRICES TWO CENTS WORTH

Libby is looking for a creative way to earn extra money. She decides to start a small business selling her homemade crafts. This article follows her journey as she learns the ins and outs of running her own business. PAGE 26.

SPECIAL EVENT/-WITH THE RICHER

Two friends decide to take a trip together, and they have a memorable experience. This article explores the bond they share and the lessons they learn from their adventure. PAGE 28.

We Invite Your Attention To All Models On Our Big Display Lot DIRECTLY ACROSS THE STREET

Join us for a special event where you can browse our wide selection of models. We have something for everyone, and you won't want to miss out on this opportunity. PAGE 30.

Waiting For The General

Christmas comes to a small town, and the general is finally arriving. This article follows the town's anticipation and preparation for the general's visit. PAGE 32.
City Moviegoers Offered Wide Choice

Disney's Studio Releasing Film On Population Explosion

Top Stars Now Entertain

Cary Wants Lots Of Kids
Cherry's A Swinger

By JOE CARRIE

Don Cherry plays beaming numbers—gently and snugly. Cherry has a touch of the lilt about his music, with a touch of all the most popular tunes in the mix.

Cherry is a natural swinger. He has a natural inclination to swing, and he is a natural at handling the saxophone. Cherry's playing is smooth and easy, with a touch of the lilt about his music, with a touch of all the most popular tunes in the mix.

OU Drama Students On "Road With LUV"

DORMAN -- "Luv," a recently good at juvenile drama, will be presented at the Lincoln Center Theater for the day by the Oklahoma University, Oklahoma City.

The play is directed by Denver Duncan, a graduate student. The play will be presented in the afternoon and evening.

Studio Big Catch For Cowboy Hall

HOLIDAY TREAT PARTY PLATTER

DOZEN BEEF TACOS

$2.25

HOLIDAY TREAT PARTY PLATTER

DOZEN BEEF TACOS

$2.25

Both locations: Any time, any day

(4) to (9) persons

For reservations, call 463-8555 or 464-5016.

HOLIDAY TREAT PARTY PLATTER

DOZEN BEEF TACOS

$2.25

Both locations: Any time, any day

(4) to (9) persons

For reservations, call 463-8555 or 464-5016.

Hot British Duo Debuts In New Album

Harry London

Harry London

Harry London

GROOVIN' FOR BLUE

GROOVIN' FOR BLUE

GROOVIN' FOR BLUE

The incomparable string section of the British duo, which has created music that is both soothing and engaging, has released a new album. The album contains a mix of original compositions and classic covers, with the string section providing a lush, emotive foundation for the vocals and arrangements.

Radio Offers Stereo Music of Christmas

BBC Stereo Radio will present Christmas music in stereo, offering listeners a rich audio experience. The music will include a variety of styles, from traditional carols to contemporary arrangements.

The Only Station in Oklahoma to Bring You the Year's Award-Winning "Music of the Month" Program will broadcast a special Christmas edition on December 25. The program will feature a mix of classic and contemporary Christmas songs, performed by a variety of artists.

All the Top Beat Albums


The Happening Place: At 92.3 FM!

NMRD 104.5 in Oklahoma City

The Young Sound

From each of us to All of You, A Merry Christmas!
Winter Landscapes Can Be Beautiful

Bowling Parties To Keep Alleys Busy

TV To Keep Cameras On Miami Fun

Soccer Boomed As Sport For Players Of All Ages
Sears After-Christmas SALE

Tuesday Only!

SAVE 94¢
Entire Stock
of Hi-Fi and Stereo
Record Albums

Regular $3.38
Stereo & Hi-Fi 2 44

W.K.Y.
Top 50..45 RPM
Records
Regular 99¢
Special
Group
45 RPM Records
Regular 49¢ Each

International Awards
SAVE 31¢
Regular 99¢
68¢

Frank Sinatra
SAVE 25¢
to 40¢

Shop The Monday 11-23-67
Sears & Roebuck Store Regular Hours

Shop The Tuesday 11-24-67
Sears & Roebuck Store Regular Hours
Christmas Came To America With Columbus In 1492

Christmas, come to America With Columbus in 1492.

Merry Christmas From The Journal

HANDEL'S

Messiah

ON KWHP 97.7

Peace, Good Will Toward Men

Southwest Terriers, Inc.

Czechs Hold To Traditional Christmas

The Great American Family Heritage: Security of Home and Real Estate Ownership
Merry Christmas
From The Oklahoma Journal
Carrier Boys

The Nichols Hills Baptist Church
Christmas Service
December 24
7:30 P.M.

PEACE ON EARTH

Security Bank & Trust Co.

Merry Christmas
Colonial Estates

PEACE ON EARTH

American National Life Insurance Company

Santa No Stranger To Citizens Of Communist Poland

The Wednesday, December 24, 1977 edition of the Oklahoma Journal and the elderly members and friends of the Nichols Hills Baptist Church wish you a Merry Christmas.

The Nichols Hills Baptist Church
Christmas Service
December 24
7:30 P.M.

Peace on Earth

Security Bank & Trust Co.

Merry Christmas
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The Nichols Hills Baptist Church
Christmas Service
December 24
7:30 P.M.
Cleveland Amory's
Week-End Jamboree

Commissioner Samuel Negropontes: In the spirit of Christmas past, as well as present and future, we asked the National Commissioner of the Salvation Army in the U.S. to come to us at the Harvard Club. "Every officer in our Army," he said, "wants to retain his officership after his vacation, and many of them are us. Out of the Army are a few volunteers, but only at least, our officers." Commissioner Negropontes was born in England, the country which, he says, is a mix of the old and the new. Today the Army has a worldwide membership estimated at a million. And, though Methodist-based, it is not a denominational church. "We don't have any formal order with any of the other branches," Commissioner Negropontes told us, "as in Tabula a few weeks ago a table upset our coming and a priest closed it." "So we feel," he told us, "in the presence of God. Every day I pray, 'Let us not be separated by our differences. We are all children of God.'" We believe that this is true, also, in the presence of the Army — the feeling, way down deep, of what we might share. Some say it's automatic, some say it's supernatural. I say it's rational.

"Now," he went on, "I'll tell you about another officer, one we can't help on a Christmas appeal. We were asking each other, "Where are you going to celebrate Christmas?" We said, "Sure, why not?" He posed his heart. "Where? I asked, "Where are you going to make a contribution?"

Eight years ago this Christmas, he came to New York. He had been there and there and there to get it to the Army. "First time," he said, "I didn't even know I was in a subway. All I know I didn't see a single light outside. No, I thought, 'this isn't a human town.'"

"They put me on the corner of Fourteenth Street and Broadway. I remember it was cold as ice and I couldn't even shake my own feet. It's such a heart thing you have to get rid of it all you could. I just stood there, not smiling and not saying anything. It was 1939 and he was not talking to the Army and the Army. The Army was in his hand, with one big hand. He raised up and put it on a cabinet. And there, suddenly, everybody did. And that was why this Christmas appeal, I didn't want to take that off for this. I was quite. I thought if I was right, I'd never get it again. It was the day I never wish to be dark without thinking of it.

What would be the difference, we asked him, for a young man starting in the Army today? "Well," he said, "public opinion has changed drastically in the Army. But still there is a problem. I remember the one leader used to shout out, 'Coward! When all men speak they speak well of you. The Church was built on the blood of martyrs.' A new man could not forget that — any more than he could forget his Army brothers and sisters today in East Berlin, Russia and China. And he would never have that personal problem — that getting rid of his pride. Even if he is in one of our trained Army psychologa with a man of degree the length of your arm — at Christmas I want him out on the borders, breaking his pride, and remembering that we are and will always be — all of us — Christ's broken instruments."

The book more than 2,000,000 THIS WEEK readers asked for.

A great new fast knitting method is now yours in a 1 book —


When This Week's editor Joan Forman wrote about the remarkable new Instant Knitting, more than two million This Week readers wrote for instructions. Now, Miss Rattner has just daughter the first official guide book for this new way to knit. It offers complete, easy-to-follow instructions for instant knitting and design for both dress and sweater styles. The entire family — plus a special how-to-knit section for beginners.

It's easy. There's nothing hard about instant knitting. The secret is the needles: supersized one-inch round light-weight aluminum needles that knit big hole stitches and use them to three-sixths of a turn at a time. Experienced knitters will welcome the technique as a new professional shortcut to knitting success. And beginners will start to turn things out in a hurry.

SUCCESSION GUARANTEED! Within hours even the beginner will be on her way to an exciting, up-to-date new wardrobe — colorful sweaters, plain or patterned dresses... Handsome bulky patterns or lace fragrant ones.

To start the fun of creating your own up-to-the-minute fashion wardrobe, complete and mail coupon today.

This Week Magazine
P.O. Box 114, Brooklyn, N.Y. 11202

Please send me: __________ copy/copies of
"Knit-a-dress-dress Knitting Book" at $1.00 (plus 5c postage and handling) for each copy. No stamps or C.O.D.

ADDRESS

CITY

STREET

MAIL TO: This Week Magazine, Dept. 1207

Father Don Murray teaches juvenile delinquents to fly - and they soar off to a new life

By JOSEPH ROSENBERGER

The Cuomo Skyline looked like a silver eagle soaring over the ragged Black Hills, its single engine showing like a banner. It was the kind of flight Don Murray, "the flying padre" had never seen before. The plane was not out of control, nor was it in any danger. It was flying over the skies of New York City, with the strain relief school men behind him and, in all probability, a boy in the "ratty clothes" of a delinquent. But things were different now.

"But hear the earth! Nothing can compare with the flying of a place, with soaring to the sky - now the same, with underground methods - the secret of rehabilitation is, apparently, far and wide, but a figure that it may be in the hands of the professional social workers, particularly in this city. The work of the boys here is given up to us as impossible.

At Executive Director of Sky Ranch on the flight, Father Don also saw the experts with his own eyes at the airplanes as part of his travels. As Father Don passed out, the desire to fly, if not through the heavens, is now through the bowls, becomes a necessity.

The flight takes place in the sky. There is much more to Father Don's treatment than flying, but the "planes serve as a constant incentive for obedience in Sky Ranch's program.

The boys are sent to the Flying Padre from all over the United States, by judges, probation workers, and by fathers. Father Murray personally meets each new arrival at the Ridge City, Tn. Thumb, Mgr., and runs him in to Sky Ranch, almost never miles.

There are no words to describe the life of the boys here. It is a program without parole, a program serving as a backup to the treatment of the boys.

The flying takes place in the sky. There are no words to describe the life of the boys here. It is a program without parole, a program serving as a backup to the treatment of the boys.

The boys have been taught the Flying Padre from all over the United States, by judges, probation workers, and by fathers. Father Murray personally meets each new arrival at the Ridge City, Tn. Thumb, Mgr., and runs him in to Sky Ranch, almost never miles.

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How St. Nicholas started... what happened to the Three Wise Men... Rockefeller Center's first tree... and other anecdotes

||
|---|---|
|**St. Nicholas**| A generous bishop in the early Christian church who rescued the seven at night, secretly leaving anonymous gifts, especially for children, in the homes of many people. One night, the story goes, he tossed a small bag of gold coins into a window of a poor family who needed a dowry for a marriageable daughter. The bag happened to fall into a mattress hung up to dry beside the fireplace. That started the custom of hanging up stockings on Christmas Eve.
|**St. Nicholas' family**| Two other dowry stories are associated with St. Nicholas. He left gold coins under the mattresses of two poor families in a house where he was staying. The father of one family found the gold coins and was filled with guilt, while the father of the other family found the gold coins and was filled with joy.
|**The present**| How America's popular Christmas gift began was first introduced in the United States in 1882 by Dr. Joel Roberts Pulteney of Charleston, South Carolina, who found it in Mexico while he was serving as the U.S. Minister to that country. The Mexicans called the Dancer-doling role-playing place "La Casa de los Niños." The custom has since spread to many parts of the world, and is now celebrated in many countries around the world.

**Christmas Eve on the Western Front in 1914** was described by a British army captain in World War I, Valentine Williams: "Grey figures from the German trenches came over in the English bloc with little Christmas trees, and cried in broken English, 'Merry Christmas, Tommy!' Before anybody realized what was happening, men from the trenches on either side were scuffling over Santa's Sack, laughing, cheering, swapping. Their rifles were laid aside, hands were clasped in Christmas enthusiasm... gifts and envelopes exchanged. The German sang Silent Night, Hail Santa and O Tannenbaum and the English responded with Good King Wenceslas.

**What happened to the Three Kings or the Three Wise Men** after they were borne back to Bethlehem Traditioon says that St. Thomas, one of Christ's disciples, met them in Egypt and ordained them as three of his priests. They became the doctors of the Church and were buried in Egypt, St. Anthony's Monastery, and was translated to the Cathedral of Milan in Italy, and then to France, in 1145, to Cologne in Germany.

**The coats**| Mrs. Hefner said, "I sometimes get cold but won't wear a coat." "It's Business Wives' Birthday," said Mrs. Deakley, "I wore red and she came about it." - F. P. E. from Mr. Deakley's Christmas Story

**originally, the custom was placed after, not before, the "sunny" in God rest you, merry gentlemen!"**

**War Jesus Christ born on December 25? Nobody knows. Early church scholars favored other dates. Those modern scholars believe the true Christmas may have taken place at least as early as April. But, to ease the transition of Christmas customs from paganism to Christianity, the Pope changed many traditional pagan ceremonies into Christian ones instead of abolishing them outright. Pope Julius I in 339 A.D. proclaimed December 25 as the date of the birth of Jesus, probably because earlier pagan annual celebrations observed that day in the calendar.

**Santa Claus (Father Christmas in Europe)** was a slight and secret-making, sober-sounding man. But, by 1840, when Charles Dickens wrote "A Christmas Carol," "a night before Christmas, when all were in bed except for the Ghost of Christmas Future," the figure of Santa Claus was already popular in the United States. Today's image of the fat and jolly Santa Claus, with a white beard and a red suit and a team of reindeer, is purely a modern American invention, first published in "Harpers' Illustrated Weekly." Dr. Meusel, a classicist, is a New York theatrical authority, composed the verses about Santa Claus and the reindeer for his children's entertainment and never intended them for publication. A lady visitor at his home in 1903 heard him reading them to his children and refused them, and had them printed a year later in a toy, New York, newspaper.

**The first of the world-famous Christmas trees at Rockefeller Center in New York was put up by construction workers who were working on the center's buildings, and the visitor who spread them. It is estimated that the tree was cut in the woods by an unknown couple. The winner gets pulled in and other businesses to the Town Hall, where a lighted

**A Christmas tree in England and America, a country ago, were called "German Christmas trees," because the practice of bringing an evergreen tree indoors and decorating it originated in Germany. Christmas trees were made popular in the English-speaking world by Queen Victoria's husband, the German-born Prince Albert, who started the British royal family's custom, and it spread throughout the world, as Germany is a favorite country for Christmas in Europe.**

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Big Boom in Art

The shops of our great museums are doing a land-office business.

At Chicago's Art Institute, it's a painting by Grant Wood, at the Cleveland Art Museum it's Gilbert Stuart's portrait of George Washington, at the Philadelphia Museum of Art, the paintings of Andrew Wyeth, at the National Gallery of Art, in Washington, D.C., Rowland's "Girl With A Wearing Case" and at the Metropolitan Museum of Art in New York City, a blue faience hippo nicknamed William.

These and other exhibits on this page are among the most popular, because selling them to the art shops of the country's great museums. Not the originals, of course. These are reproductions, which in this day of an increasingly antiques-conscious public are selling, not like hot cakes perhaps, but more briskly than any museum curator would have believed possible a few years ago.

Robert W. St. John, authority on the subject, reports that his business is now about 12 times greater than it was when he opened down 12 years ago.

At the Brooklyn Museum, the Gallery Shop sales in more than 1,000 a year. Concentrating on books and reproductions only in its new collection, the Boston Museum of Fine Arts last year reported receipts of $100,000. New York's Museum of Modern Art had $65,000 in sales by its own record in 1958.

The most unusual feature of this booming truth is that it is conducted without any of the usual commercial shenanigans, marksups, ballyhoo and all.

If it kept up at the rate it's going, the next development probably will be noticing popular ratings for art objects, the way they do it in Indonesia.
BY ARNOLD SHAW

A Christmas since last year, after a kindergarten class had listened to a reading of Clement Moore’s well-known poem, “Twas the Night Before Christmas”, one of the youngsters asked to recite the verses from start to finish. When he stammered after two, the teacher asked the class, “And who’s that?” As usual in answer, the group responded “Rudolph — the Red-Nosed Reindeer.”

The teacher tried to explain that Rudolph was not part of Mr. Moore’s story, that he was a reindeer, much smaller than the class believed. Rudolph was born in 1949 when advertising copywriter Robert L. May at Montgomery Ward in Chicago conceived him for a story-pamphlet for a Christmas giveaway. Although more than six million copies were distributed during the next decade and many Rudolph toys and trinkets appeared on the market, it was in 1949 that Rudolph really became an international celebrity.

That year, Johnny Marks, a Tin Pan Alley songwriter, wrote his now-famous song, intended as great entertainment. He almost sold a Perry Como disk, but he had to give it up because he was asked — and refused — to change a line. Certain it was a sure hit, Marks formed his own publishing company, St. Nicholas Music. He really went after a singer who had, until then, concentrated almost exclusively on country-and-western material. Gene Austin could not see himself recording a children’s ditty, but his wife felt in love with Rudolph.

Released on September 19, 1949, the song not only launched the record but also sold all of Columbia records for the year and changed everything the songwriter had ever made. By Christmas’ 49, Colombia had sold over two million copies. Since then, Rudolph has sold more than 30 million copies at 10 cents each for five million records. Between 1949 and the present, marks have been awarded to 110 other songs that have recorded the song, assuring a total sales of over $52 million dollars. Over Marks is the publisher as well as writer of the song, this has brought him, at the monitory rate of 20% of a dollar, a royalty of over $1,000,000. Sheet music, a dwindling source of revenue in pop music, sold a publisher-writer about $550 per copy. With a sales of almost 39 million copies of 110 different arrangements, Marks has taken in, gross and net, another $550,000 per year. If you add to these figures the reverse found in performances on radio and TV, today the most important source of pop income, and from overseas exploitation, Rudolph’s total yield is in the neighborhood of $1,000,000 per year!

Since the present copyright law protects publisher-writer royalties for a term of 35 years, all original and all reissues, Sony’s rights will continue bringing Johnny Marks an annual income of $55,000 a year until 2085.


crosley corsemileia in a public service by this magazine.

The 2 Most Valuable Songs in the World

These million-dollar melodies have filled the stockings of their composers.

O nly one other Christmas song produces an income comparable to — if it actually exceeds — Rudolph. Irving Berlin’s “White Christmas” also looked like a slow starter in 1942. The ballad was one of nearly a dozen songs celebrating various holidays aimed at a Paramount musical called “Holiday Inn.” When the doors of American songwriters denounced it in big Crosby, the composer said matter-of-factly: “This is one you don’t have to worry about, Irving.” Crosby was right; not only was it as big as Berlin, but himself as well. At the end of the week’s million copies, “White Christmas” had sold out. Crosby has collected royalties on over one million, making it the biggest single title of his long recording career. Sheet music sales are now over the five million mark, which means that Berlin — again, as his next publisher — has earned over $1,000,000 on the song alone. Since he has also collected over $1,000,000 on the film from the first picture picture, it is not surprising that “Vocals” — and Christmas, has demonstrated that “White Christmas,” the most valuable song of all. Berlin has called the ballad “a copyright which in reality is a publishing phenomenon by itself.”

When you realize that the special moment was the special moment. As the song was first popularized by Bing Crosby, in a strange language.

“I thought someone was coming in as a pop,” Berlin has said. “When I went out, there was a ring on my father. They were just singing a song they had pulled up from the air.”

Through the years, hitmakers and songwriters have tried to insert the top tax of all time. Among the songs on each list are “Frosty the Snowman,” “I’ve Got a Feelin’” and “Happy Birthday to You,” “I’ll Have a Jolly Christmas,” “I’m a Little Teapot” and “I’ve Got a Date With an Angel.”

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Your fair share gift works many wonders / THE UNITED WAY 3

The 17 million families benefit by child care, family service, youth guidance, health programs, disaster relief and services for the Armed Forces from 61,000 United Way agencies.
It's a Young World

ZIPCODE U.S.A.

Dear Reader:

At Christmas time we like to turn the tables. Instead of stories from you about the stars, we bring greetings to you from this time. Here are some early-holiday messages from our friends near and far.

Happy Holidays.

- visible

CHARLIE RICE'S Gobstoppers

Do You Dare Take This Yuletide Quiz?

As you read these words, your fia- ncers are no doubt brainstorming from wrapping presents in green-colored paper and tying them with fancy bows.

As you read this, you may also be in a mood of early doubt, wondering from a defensive array of colored lights.

If so, you will probably see the jolly that follows. You must always keep this idea in mind, yet we're not going to tell you what the object is. You won't know till you've finished the quiz. Do you get it? The quiz! It's a pitch and man checking off.

Do you dare take this quiz? If you don't, you're making trouble. Christmas is coming, and you know it.

Did you realize that you have a family dog or cat that Christmas presents always spring ahead of time and keep to Midland?

Did you realize that you have a family dog or cat that Christmas presents always spring ahead of time and keep to Midland?

Did you get a Christmas card from a friend you haven't seen in a while? It's a gift of kindness. It's a gift of Christmas.

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