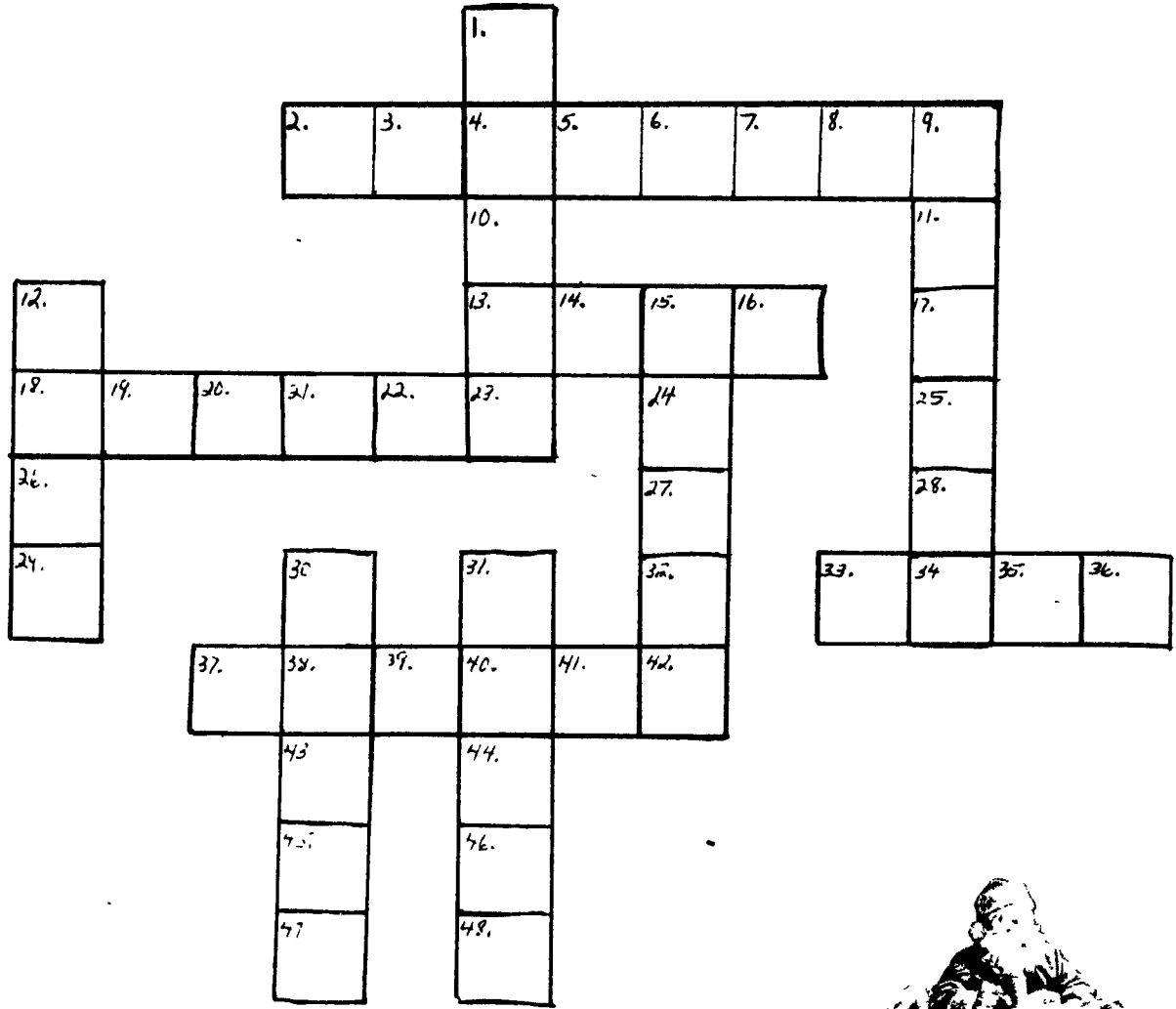


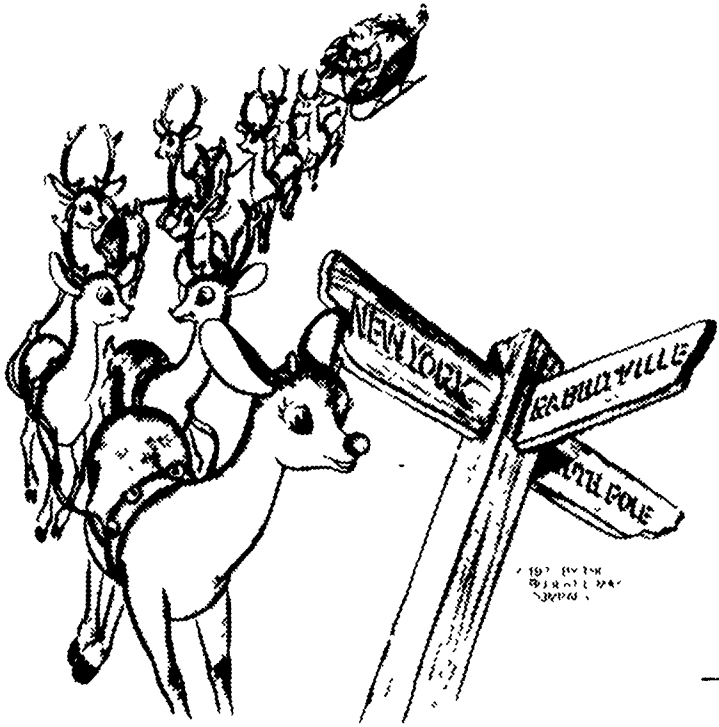
Christmas Features

Kids' KOrner



- Across**
- 2. They pull the sleigh for Santa
 - 13. You decorate this with balls and tinsel
 - 18. They watched over the Baby Jesus
 - 33. This makes for a white Christmas
 - 37. You sing these at Christmas

- Down**
- 1. What Santa Claus leaves under the tree
 - 9. You tie this on the end of a tree branch or around a gift
 - 12. What people do in the kitchen around Christmas
 - 15. They help Santa Claus make toys
 - 30. He wears a red suit and has a white beard
 - 31. "Deck the halls with boughs of _____"



How Did Rudolph Get His Name?

"Reginald, the Red-Nosed Reindeer"...? Now hold on a minute! Every kid in America knows his name is Rudolph. Who's Reginald?

It almost happened in 1939 when Robert L. May, a poetry-writing copywriter for Montgomery Ward was asked to develop some ideas for a Christmas booklet to be handed out to children visiting the company's retail stores.

May's first idea about a reindeer

with a shiny nose received a cool reception. But he believed in the character that was taking shape in his mind. When he and an artist-friend came up with some whimsical illustrations of a lovable reindeer with a bright red nose, May's proposal won immediate approval.

Next came the name. Rollo and Reginald were among the three names considered, but neither had

(Turn to Page B11)

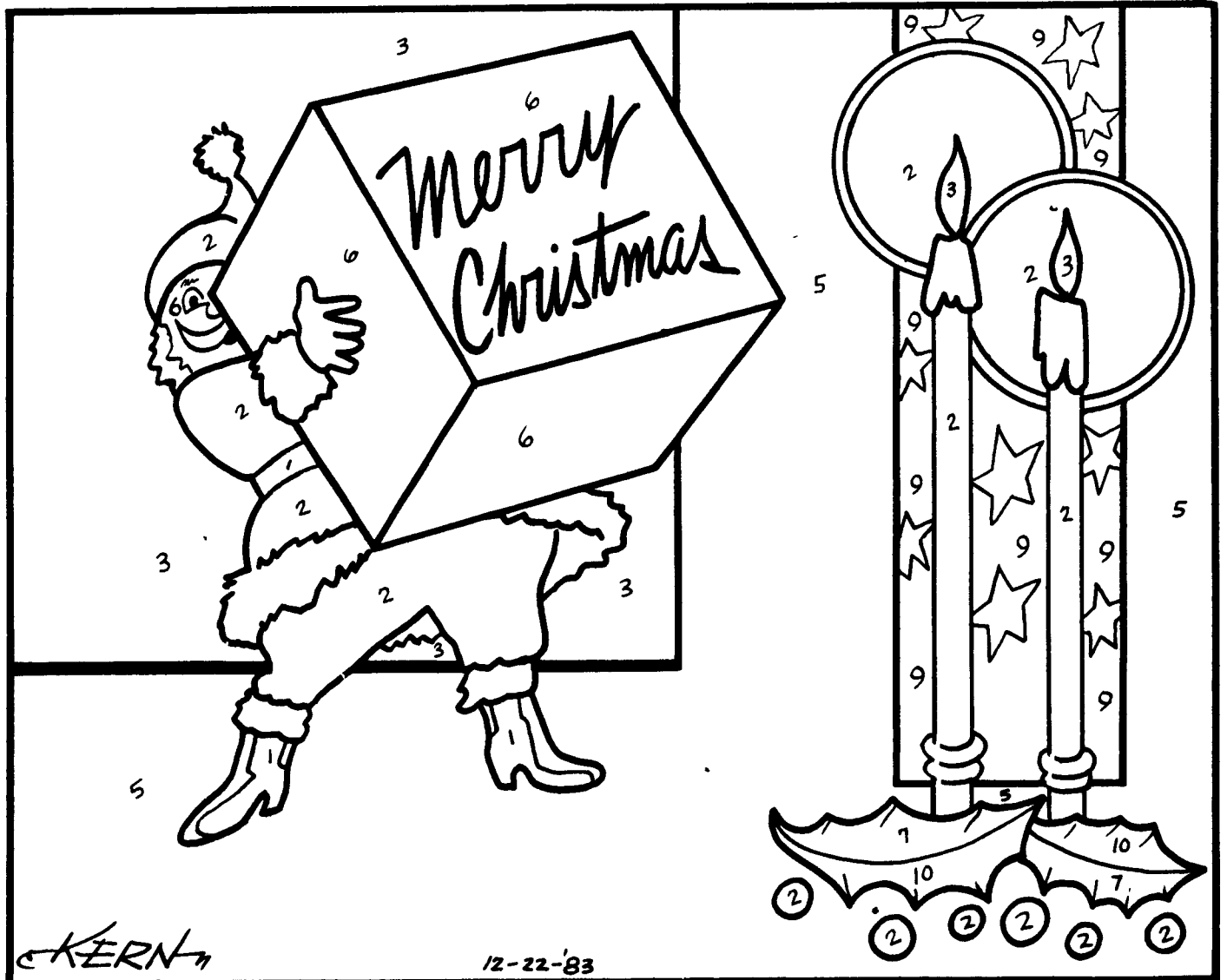


See answer on page B21

COLOR THIS!

- | | |
|-----------|---------------|
| 1. BLACK | 6. PEACH |
| 2. RED | 7. GREEN |
| 3. YELLOW | 8. LT. BROWN |
| 4. BLUE | 9. LT. BLUE |
| 5. BROWN | 10. LT. GREEN |

CHRISTMAS: THE JOYFUL SYMBOL OF GIFT GIVING IS SANTA CLAUS. HIS TWINKLING EYES AND CHEERFUL FACE SET A MOOD OF HAPPINESS AND GOOD CHEER FOR EVERYONE DURING THIS SEASON OF LOVE AND JOY. IT IS THE BUSIEST TIME OF THE YEAR FOR CHRISTIANS IN ALL PARTS OF THE WORLD.



KERN

12-22-'83