

**Great Holiday  
Recipes**

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**Great Business  
Gift Idea**

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# V NEWS FROM THE VALLEY

*Published on a cold winter day at Lehigh Valley Wreath Co.*

## Fall is cone gathering time at Lehigh Valley Wreath Co.

**A**s the air turns cooler and the wind becomes a little crisp, just as she's done all of her life, Pauline makes her annual trek into the woods once again, searching for the most perfect pine cones she can find.

With a picnic basket under one arm and her old dog, Duke, faithfully by her side, she stops to listen. As the breeze rustles through the trees she hears the squirrels chattering in the treetops. She gathers her cones from the soft cushiony needles on the forest floor. Sometimes, if she searches diligently enough, she finds squirrel stashes, for squirrels are known to hide away pinecones that they will use for food during the cold winter months.

She is looking only for certain pinecones, inspecting each one carefully, and assessing its unique character and suitability to go on a Lehigh Valley wreath. Any cones she takes from the squirrels, she replaces with another. She

talks to the squirrels, and they talk to her, thanking them for the cones as they thank her for leaving them plenty for the winter.

Once the gathering is done, she brings them home and sits on a

***"She smiles to herself...  
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the hearts of many people"***

blanket in the autumn sun, sorting out the cones and looking for the perfect match. She selects them according to size and character, wires them together, accenting them with holly berries, knowing that each cone will be gracing a Lehigh Valley wreath.

She smiles to herself as she looks around at nature's beauty knowing that these wreaths will bring joy to the hearts of the many people who will receive one as a gift this year.

She is content, knowing that in some small way she has helped bring someone happiness during this peaceful season. She doesn't have to know who they all are, but she feels as though they are all her friends.

She goes back to her work, humming a soft tune and the squirrels join in on the chorus.

You, too, can enjoy the pleasure of giving a Lehigh Valley wreath. Our wreaths are individually handcrafted (a full 24-inch outside diameter) and decorated with berries, pinecones, a red velvet bow, and include a personalized greeting card. Perfect for business associates, family, and friends for only \$19.95 each!!! Easy ordering information can be found on page 4.

Lehigh Valley  
 Wreath Co.

# Good Business begins at Lehigh Valley Wreath Co.

The practice of giving gifts of appreciation during the holiday season has long been a favored way of doing business, but coming up with something new and different each year becomes more and more difficult. People get tired of the same old pens, the same old calendars, the same

old coffee mug, and the same old bottle of wine or basket of fruit.

Last year, one our customers ordered wreaths for his very best clients. As the wreaths began arriving, he started getting phone calls. His customers were thrilled! One opened her package at her mailbox store where she receives mail and was so excited that she called to thank him right from the store. Another called to relate how the wreath reminded them of their father's nursery and the wonderful wreaths and centerpieces he had made. They said the wonderful fragrance brought back such a flood of happy memories that it was the most perfect gift they had ever received.

If you have customers that you

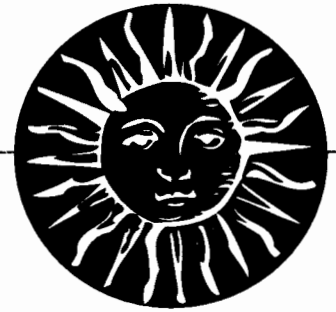
truly appreciate, show them just how much they mean to you this year with a wreath from the Lehigh Valley Wreath Company. We create each of these wreaths as if

**"Holiday wreaths let  
your customers  
know just how  
much you  
appreciate  
their business"**

we were sending them to our own family and friends. Each is carefully hand-crafted and decorated by people who love making

them. You aren't dealing with a large corporation with an assembly line. Just real folks who love sharing the holiday cheer that these beautiful wreaths bring to all who receive them.

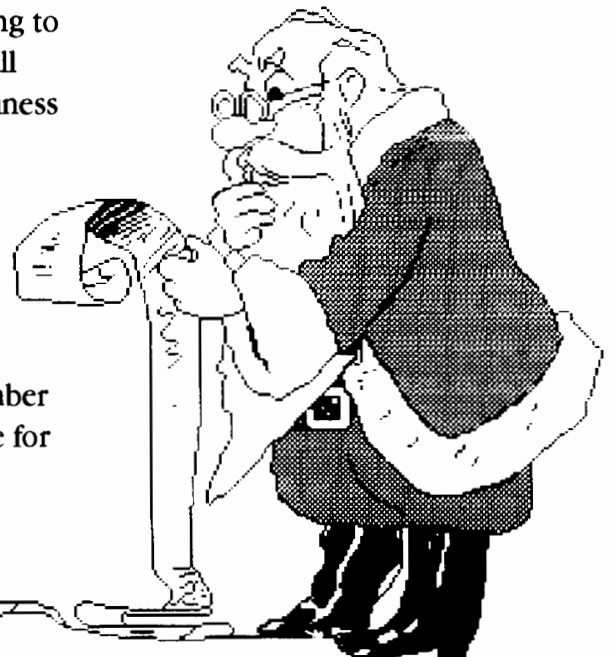
And what a bargain! At \$19.95 each (plus shipping), you can afford to say thank you to all of your clients. They'll be calling to thank you again and again all year as they send more business your way. We make ordering easy. Use the form on the back page of this newsletter or call us toll free at 1-800-446-4928; But hurry! Orders must be received by December 20th to be delivered in time for the holidays!



**Keep your  
wreath up all  
year 'round**

One of our customers in the southwest lets their wreath stay up even after the holidays are over and all year 'round! Once the wreath has turned brown they decorate it with red chilis and other southwest decorations.

**To order, call toll free  
1-800-446-4928**



## Holiday Trivia

- December once had only 29 days. Julius Caesar revised the calendar in 46 B.C. by adding two more days.
- *The most popular holiday record of all time is White Christmas by Irving Berlin.*
- The poinsettia is native to Mexico.
- *The song, Silent Night, was played for the first time on a guitar. The church organ was broken when Hans Gruber performed it for the first time.*
- The movie, *It's A Wonderful Life*, is available in 50 languages.

## Wreaths make an environmentally sound gift

Bring the holiday spirit to your home and to the homes of all your friends and business associates with these festive ever-green decorations at little cost to you and at no cost to the environment. All wreaths are hand assembled from branches and boughs trimmed from the trees. No plants are harmed or wasted in this process. In fact, trimming trees increases growth speed and decreases disease. Your wreath will arrive in a sturdy and recyclable cardboard box.

**To order, call toll free  
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## Grandma's Favorite RECIPES

### Christmas Sugar Cookies

- 2 cups flour
- 1-1/2 tsp. baking powder
- 1/2 tsp salt
- 1/2 cup butter or margarine
- 3/4 cup sugar
- 1 egg
- 1 tsp vanilla
- 1 Tbsp milk

Beat egg, sugar, butter (or margarine), and milk together. Sift flour, baking powder, and salt together. Mix sifted ingredients with cream mixture, and then add vanilla. Chill for one hour. Roll and cut out into your favorite holiday shapes. Bake at 350° for 5 to 6 minutes or until golden brown. Sprinkle with sugar.



### Popcorn Balls

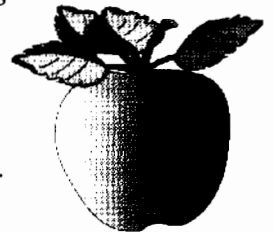
- 2-1/2 qts. popped corn
- 1/2 lb. caramels
- 2 Tbsp. water

Keep popped corn hot and crisp in slow oven. Melt caramels over water in double boiler, stirring frequently. Place popped corn in large bowl, buttered. Pour caramel sauce over, toss to coat well. Butter hands lightly. Shape into balls.

### Best Apple Pie

- Pastry for 9-in. two crust pie
- 3/4 cup sugar
- 1/2 cup all-purpose flour
- 1/2 tsp. ground nutmeg
- 1/2 tsp. ground cinnamon
- Dash of salt
- 6 cups thinly sliced Granny Smith apples
- Butter

Mix sugar, spices and flour together. Coat apples thoroughly. Turn into pastry shell. Dot with butter. Cover with top crust. Cut slits. Coat with thin layer of milk. Bake at 425° for 45 minutes until brown and juice begins to bubble.



### Do you have a favorite recipe or story you'd like to share?

We'd like to include your favorite recipes and stories in next year's *News from the Valley*. Please send your contributions to us at Lehigh Valley Wreath Co. P.O. Box 89, Cazenovia, New York 13035 Thanks!