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CHRISTMAS



Once more, the radiance of a Holy Night shines across the years, and with scripture, song and prayer we recall the Miracle of His birth. At Christmas, as we return in heart and spirit to the sacred manger, let us rededicate ourselves to the meaning and message of this wondrous time, that we may know "Peace on Earth, Good Will to All Men."

Merry Christmas Everyone!



Evergreen Is Undisputed Favorite

In Christmas trees, it's the spirit that counts.

Almost anything can be — and is — a Christmas tree. In Minneapolis, Minn., they even made a tree out of water pipes, fastened like spokes to a telephone pole, and appropriately decorated.

In Wilmington, N. C., a live oak more than 300 years old is adorned at the Yuletide with colorful ornaments and electric lights. In Indianapolis, Ind., they decorate the 246-foot Soldiers and Sailors Monument with electric candles and stars.

The U.S. National Christmas Tree, officially designated in 1926, is not an evergreen but a giant redwood, located in Kings Canyon National Park, Calif.

This unusual Christmas tree, tree, called the "General Grant," is 3,500 years old.

Many families prefer the "permanent" Christmas tree, often made of aluminum.

Despite all this, the time-tested favorite tree is still the evergreen. Most people, if asked, would probably vote for the "fir tree."

Actually, there are nearly 40 species of the popular fir tree," found in the mountainous regions of Central and Southern Europe, Asia north of the Himalayas and North America.

A frequently-seen Christmas tree variety is the "balsam fir," also called "Canada balsam" or "Balm of Gilead," according to the Encyclopedia Americana. This is one of the most common trees of eastern North America, extending from Virginia and West Virginia in the United States to Labrador and Newfoundland.

The balsam fir may grow to 40 or 50 feet tall. The southern fir is of about the same height and is found in the mountains of Virginia, North Carolina and Tennessee.

Other American firs are essentially Western. They include the Pacific silver fir, the white fir, the grand fir, the Alpine fir, the red fir, the Shasta red fir and the noble fir. These firs may attain 250 feet in height.

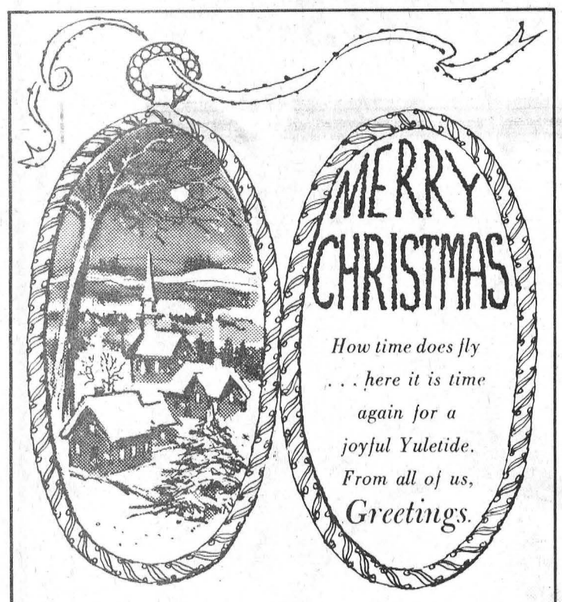
In Canada, the exporting of Christmas trees, including firs, pine and spruce, is important business. Seven provinces export trees, to countries as far away as Venezuela.

Christmas Blessings

May the Prince of Peace through a study of his word of truth bring you joy, peace and freedom. At John 13:34, he points the way with a new commandment: "Love one another." We extend our hand to you, our brothers or sisters, in the name of the only true God, Jehovah.

The management and staff take this opportunity to wish all a very Happy and Prosperous New Year and to thank you for the much appreciated business you have been so kind to give us. Personal service is our aim.

MacPherson and Summers



Graham Casselman
INSURANCE
WINCHESTER SPRINGS



As we gather together on Christmas morn, to hear once again the story of the birth of the Christ child, we value more than ever the good will of our loyal patrons. To you, sincerely, "Thank you."

Sullivan Brothers
CHESTERVILLE

LIGHTED DECORATIONS

Here are some safety pointers:

1. Cord sets should have the Underwriters Laboratories approval. Rubber washers will keep tinsel out of sockets.

Check last year's lighting sets for frayed cords, exposed wires, chipped sockets and loose plugs. If disorders are found, either repair them or discard the sets.

2. Metallic reflectors for bulbs can cause a short; styrene plastic ones are safer. Insulated staples are best to secure lights strung around a molding or door frame.

3. Candles are taboo near curtains or draperies which might be brushed across the flame. Neither should they be used around greens, which, as they dry out, become resin-filled torches.

4. A tree that is kept damp is safer. The tree-holder should have a water well, and it should be filled every day. If it's a very large tree, split the electric load by plugging lights into two different outlets.

5. Anchor the tree securely a safe distance away from the heating unit. Trim it from the top down. Place the lights first (after uncurling kinks in the cord) so they may be out of the way of other ornaments.

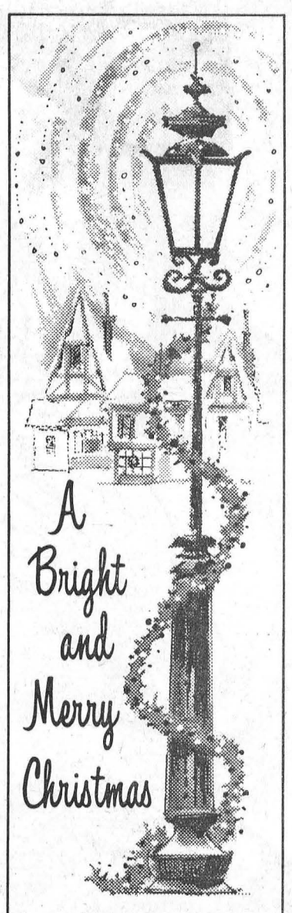
6. Arrangements for tables, mantels, or buffets, may combine various materials with lights. Whenever you pair paper, cardboard or fabric with lights, leave an air-hole for heat to escape.

Christmas Cards

Card styles have changed, but no one has improved upon the message inscribed on what is generally conceded to be the first Christmas card. The message, "A Merry Christmas and a Happy New Year to You," has become a universal greeting.

Known as the Cole-Horsley card, the "first" card is in a private collection, the Hallmark Historical Collection, in Kansas City, Missouri. The card is named for Sir Henry Cole and John Calcott Horsley. Sir Henry, director of the Victoria and Albert Museum, commissioned Horsley, a noted London artist, to design the card, which first appeared in print in 1843.

The card is composed of three panels. The center panel portrays a family at Christmas dinner, the other two panels illustrate the Christian virtue of feeding the hungry and clothing the needy.



We wish for you a Christmas glowing with joy and fond friendships.

Weagant Farm Supplies
SOUTH MOUNTAIN

Omens Dim Yule Spirit

"Merry" Christmas? Not always, according to some ancient beliefs once associated with the day.

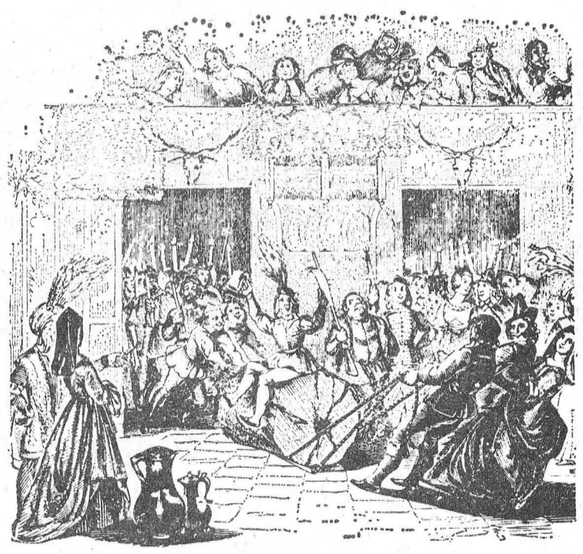
Take, for instance, the old belief that cattle and other stable animals were given the power of speech on Christmas Eve.

Any person who heard the animals speak would die within a year, so superstition said.

Somber omens of death were read into still other Yuletide legends. When the Yule log burned, bystanders were told to watch the shadows on the walls. If the shadows of any persons appeared to be headless, this supposedly meant death for those persons, again within a year.

Salt was also said to have the power of forecasting life or death, when used in connection with Christmas. The test could be made by leaving a small mound of salt on the table on Christmas Eve. If the salt melted during the night, that, too, meant death within 12 months.

If the salt remained unmelted, the forecast was for a long and healthy life.



OLD TRADITION . . . . Bringing in the Yule Log on Christmas Eve was a joyous occasion in fuedal times. Great ceremony was involved in selection of the proper Yule Log and the entire proceedings, including lighting the log with a brand from the previous year's Yule Log, was accompanied with singing and merriment.



THE MISTLETOE KISS . . . Frigga, the goddess of love, is credited with transforming mistletoe into a symbol of love when she granted the favor of a kiss beneath a mistletoe branch. The tradition has been with us for some time—and seems destined to continue forever.

PEACE ON EARTH

Good will toward all men. This universal Christmas wish is ours to you for this holy season.

Smith's Farm Equipment



Our jolly snowman has the merriest of Christmases for you, all wrapped up in the biggest, brightest package under your tree. That's our way of saying "thank you" dear customers.

Winchester Theatre

Candlemas Eve Is Favored As Time To Remove Green

When is the right time to take down the Christmas greens? Before they become a fire hazard, is the modern belief, and that usually means soon after Christmas Day.

In earlier times, however, the question was not so easily answered.

Some people believed that Epiphany, or Twelfth Day, January 6, was the proper time for removing all Christmas decorations. Others firmly contended that the greens should remain until Candlemas, February 2.

One of those favoring the later date was, apparently, the poet Robert Herrick, who lived from 1591 to 1674. He wrote of taking down the greens in his poem, "Ceremonies for Candlemas Eve," but warned that the greens must be completely removed,

"For look how many leaves there be
Neglected there (maids, trust to me)
So many goblins you shall see."

Early Roman Had 'Practical' View On Gift Giving

"Christmas is getting too commercial!"

This modern complaint, while it may have force, is somewhat lacking in originality.

"I hate the crafty arts of giving presents," said the witty Roman poet Martial, who lived and wrote from about 40 to 104 A.D. "Gifts are like hooks."

His complaint was expressed in a series of poems written for a wealthy patron, at the time of the Saturnalia, the pagan festival from which came many Christmas customs.

Martial, however, was not always averse to presents. After listing a large number of small gifts, such as toothpicks, figs, napkins, which had been delivered to him, he pointed out that it would have been much easier for the messenger to bring him "five pounds of silver plate."

Plant Wins Yule Favor

One plant particularly favored at Christmas in the United States and Canada is the poinsettia. The holiday colors of this green shrub with its star-shaped red clusters make it an appropriate symbol of the season.

If it had not been for the interest of an American diplomat, Dr. Joel Poinsett of Charleston, S. C., the poinsettia might never have attained popularity. Serving as the first U. S. minister to Mexico in 1828, Dr. Poinsett discovered this tropical plant.

Impressed with its beauty, he brought it back to the United States and introduced it into cultivation. Later, the plant was named the "poinsettia" in his honor.

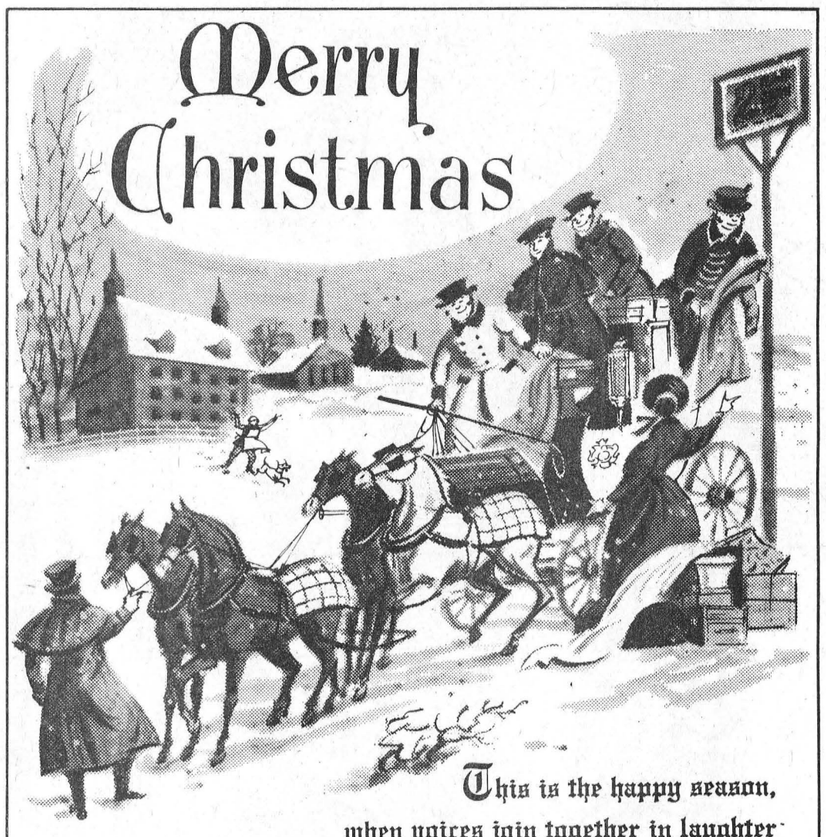
Albert Ecke, a California farmer, developed and improved the plant, and first marketed it in 1906. Since then, it has become a favorite Yuletide decoration.



Sincere Good Wishes to All

Thank you, dear friends and customers, for the generous measure of partonage you extended to us throughout the past year. You have made it our most successful ever, and it is with sincere gratitude and pleasure that we wish you the finest of everthing, always. Merry Christmas!

Marjorie and Walter Shadbolt and Staff
5c TO $1.00 STORE



This is the happy season, when voices join together in laughter and song. It's the time when we count our blessings and share our good fortunes with friends and strangers, alike. In the true Christmas tradition, we'd like to extend to you and yours, our best wishes for a Merry Christmas.

Pinkus Salvage and Auto Parts Ltd.
WILLIAMSBURG

Florentine Art Tells Story of Christ Child

In the Dominican church of Santa Maria Novella at Florence, Italy, stands a pulpit of white marble which bears, in bas relief, scenes from the story of Christ's life on earth — the Annunciation, the Nativity, the Presentation in the Temple.

Like many a building in famous Florence, the cradle of the Italian Renaissance, this ancient church is rich in the treasures of art and history, and both art and history combine in the story of the white marble pulpit, a story that lives across the years.

The pulpit first was placed in its present situation, on a column of the west aisle, in 1448. Early Renaissance theories of art are reflected in the bas reliefs. For instance, the Nativity scene presents lifelike figures with the warmth of humanity, rather than the more stylized, ornate forms that a sculptor of an earlier era might have chosen to create.

Families "Feuded"

Full of very human feeling, too, is the story of how the pulpit came to be created — the story of a "feud" between two great families.

The Rucellai family undertook to have the pulpit designed, executed and placed in the church, and Filippo Brunelleschi, the first great architect of the Italian Renaissance, was commissioned to design it.

Brunelleschi is best known for his design of the octagonal ribbed dome of the Florence cathedral. Among his other works are the Pazzi chapel, the churches of San Lorenzo and Santo Spirito and the Pitti Palace, all in Florence.

Designing the pulpit for the Rucellai family may have been one of Brunelleschi's last works, for the Florentine architect died in 1446, two years before the pulpit was completed and placed in the church.

Maestro Lazzaro, history says, was the sculptor chosen to execute Brunelleschi's design.

Claimed Column

Up to this point, there is nothing unusual in the story of the pulpit. It was common in those days for parts of a church to become the "appropriation" of a particular family.

For instance, the chapel within the church of Santa Maria Novella, where the pulpit was to be placed, was the property of the Pasquali family. The Rucellai simply claimed one pillar or column within the chapel, and no objection was recorded by the Pasquali.

The Minerbetti family, however, felt differently. When the pulpit was completed and ready to be put up on the column, representatives of the Minerbetti came forward with the claim that this particular column belonged to them.

Decided in Court

The matter was taken before a court composed of Bishop Antonio of Florence and other judges. The only proof that the Minerbetti could offer to substantiate their claim was that their family arms stood painted over the column.

The court ruled that the Rucellai could place the pulpit in the church, on condition that the Rucellai would remove it whenever the Minerbetti agreed to replace it with a pulpit of equal or greater value.

How was the "feud" decided? What the Minerbetti did is not recorded, but, clearly, one thing they didn't do was to replace the pulpit. Lazzaro's bas reliefs continue to tell their stories of the Christ Child, and in the base of the pulpit, triumphantly placed for all to see, is the coat of arms of the Rucellai family.

GREENS FORBIDDEN

Until about 565 A.D., the use of evergreens for decorations at Christmas was forbidden by church authorities.

Yuletide Beauty Is Reflected In Legends of Flowers and Greens

Flowers burst into bloom and trees and shrubs were green with new leaves on the night of the Saviour's birth, so legend says. Down through the ages, certain flowers and greens have held an honored place in the lore of Christmas — the holly and the ivy, mistletoe, rosemary, the Christmas rose, the thorn tree.

Ancient peoples believed that mistletoe had powers to ward off evil or cure a variety of illnesses. Druid priests of Britain, long ago, believed that mistletoe should be cut with a golden knife, then hung over doorways as a protection from evil. The Greeks, too, used it to ward off evil.

One of many legends surrounding the poinsettia tells of a poor Mexican girl who, having no gift of value, humbly placed some roadside weeds at the foot of a statue representing the Virgin and Child. Instantly, the weeds became scarlet blossoms and thus, so the legend says, the poinsettia was created.

Rosemary, the symbol of constancy, was at one time widely used in England as a Christmas decoration. During the Victorian era, it lost popularity and is now seldom, if ever, seen as part of the Yuletide greenery.

An old story says that the fragrance of rosemary was given to it when Mary placed the Christ Child's garments on this shrub.

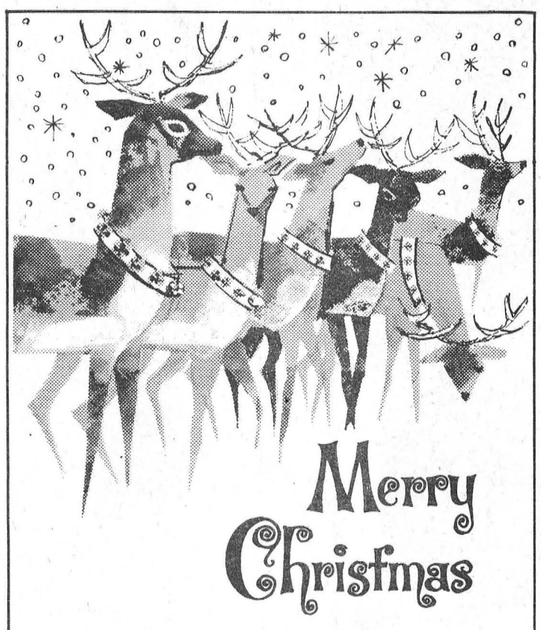
Like mistletoe, the brightly-berried holly was early credited with magical and medical powers. It could even, legend said, tell girls the name of their future husbands.



Christmas Cheer

May the good cheer of Christmas brighten every home, lighten every heart. Especially, may you and yours have a wonderful holiday.

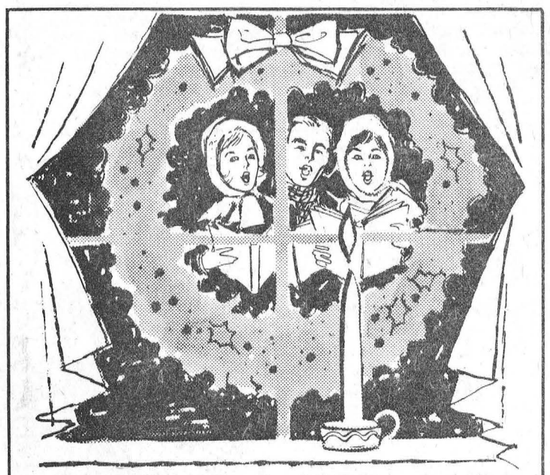
Black Lumber Company Ltd.
MORRISBURG



Merry Christmas

It's a very cheery Merry Christmas we're wishing all our fine customers, and an especially sincere "thanks" for your patronage.

Morgan's Men's Wear



CHRISTMAS GREETINGS

May you find good cheer, peace and happiness at Christmas time.

Symonds Lunch and Bowling



Christmas Joy

The Joyful Christmas Season is here again, giving us the opportunity to express our gratitude to our customers. Our pleasant association with you is a privilege indeed.

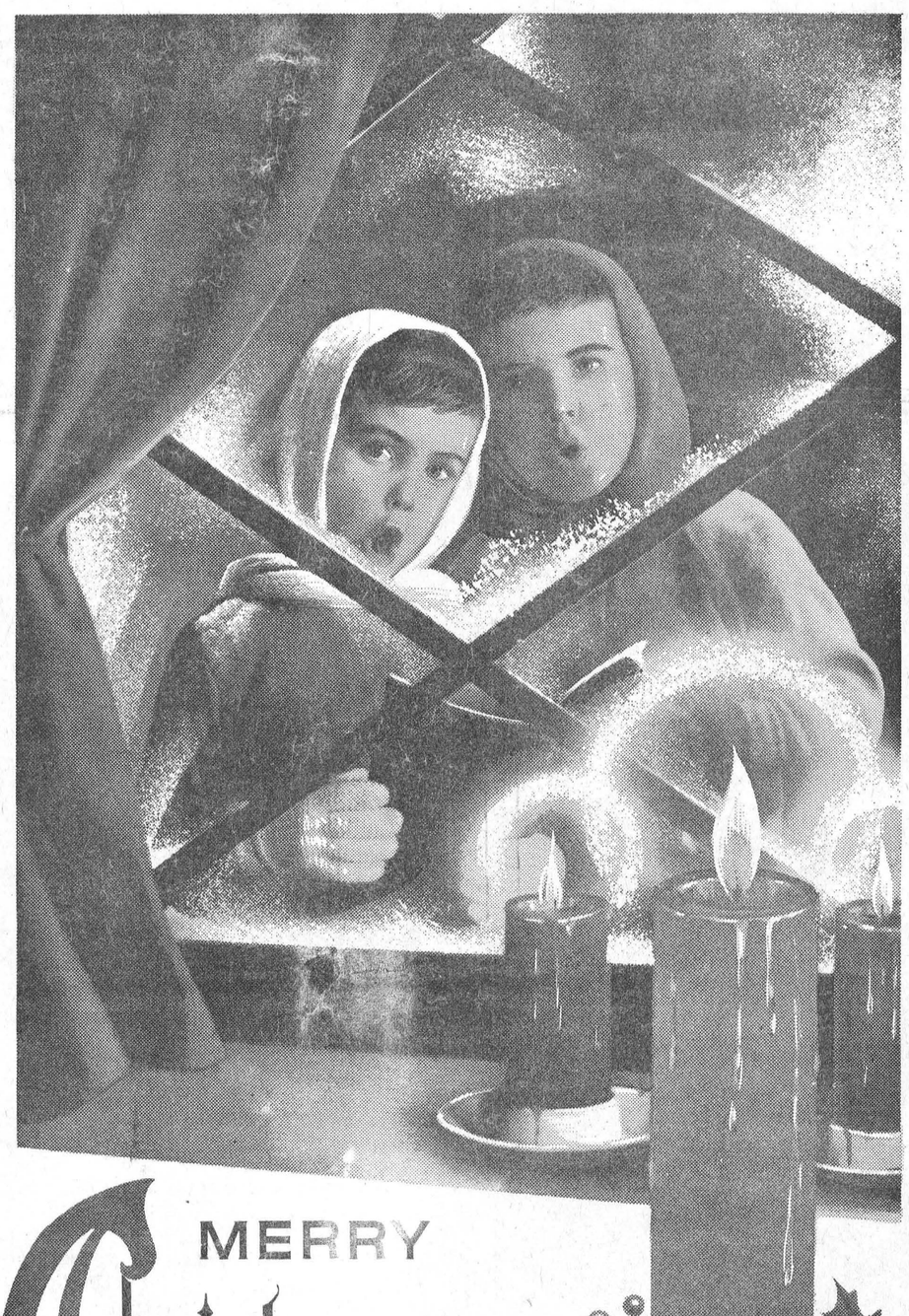
Archie Sheldrick
VERNON



GREETINGS

At the Yuletide, we especially rejoice in the opportunity to turn from the routine of everyday business and in real sincerity convey our appreciation to our many valued friends. Your favors and good will have made "everyday business" a very special pleasure for us. To all, our wishes for a happy, hearty holiday rich in good old-fashioned joys.

Gale Pontiac - Buick Ltd.



MERRY **Christmas**

The joyous songs of this Christmas season ring out with notes of good cheer, happiness and peace on earth, We, too, join our voices, wishing everyone, everywhere, the Merriest of Christmases!

CANADIAN TIRE CORPORATION
WILLIAMSBURG

Famous People Call Yule Their Birthday

A young farmer's wife in England gave birth to a son in 1642. In 1821, a baby girl was born in the Massachusetts village of Oxford. In 1865, the wife of a militant Christian crusader gave birth to her fourth daughter. And in 1883, in Paris, an artist's model bore a baby boy.

What did these four births have in common? In each case, the child was born on Christmas Day, and grew up to become a famous person. According to the Book of Knowledge, these well-known "Christmas babies" were Clara Barton, Evangeline Booth, Maurice Utrillo and Sir Isaac Newton.

Founder of Red Cross

Clara Barton, Civil War nurse, was born on Christmas Day in 1821. It was her warm thoughts of Christmas that led her, when she set off to visit her brother, a prisoner during the Civil War, to offer to take presents not only to him but to the prisoner relatives of all her Oxford, Mass., neighbors.

Subsequently, Clara Barton was instrumental in founding the American Red Cross and served as its president for many years.

In Salvation Army

Born on Christmas Day in 1865, Evangeline Booth was the fourth daughter of the Salvation Army founder, William Booth. By the age of 23, she was head of the Salvation Army in London, and in 1904 she took over operations for the entire United States.

During World War I, the Salvation Army lassies under her jurisdiction spent Christmas — as well as many other days — ministering to the needs of American doughboys in France. The word "doughboy" stems from the celebrated Salvation Army doughnut, a World War I staple.

Known for Paintings

One Christmas-born child had little cheer in his life, on holidays or otherwise. This was the French painter, Maurice Utrillo, born on December 25, 1883.

Son of an unknown father and a mother who was a model for many of the Montmartre brush wielders of her time, young Maurice was shy and withdrawn, not only in childhood but throughout his life.

Ironically, reproductions of many of his paintings, particularly those of the sparkling white dome of the Montmartre Church of Sacre Coeur, are used by the thousands every year on Christmas cards.

He Invented Toys

Sir Isaac Newton, English phycist, mathematician, philosopher greeted his first Christmas, and his first day, in Lincolnshire, England, in 1642.

Frail and sickly as a youth, he devoted many boyhood Decembers to inventing and making Christmas toys.

FIRST CARDS SOLD

Christmas cards were first offered "to the trade" by an English publishing house in the 1860's. They carried such designs as jolly old gentlemen (who might have been Santa's forebears), plum puddings, holly and mistletoe.

About Trees . . .

On the night Christ was born, legend says, all the trees burst into bloom. Thus began many stories about the Christmas tree.

Early folk tales described a huge tree in the midst of a forest. The tree held many candles, some straight, some upside down. At the top was an infant with a halo around his head.

It was believed that the tree represented humanity. The candles, up and down, symbolized people, good and bad. The infant was the Christ Child.



First Message

The first message was cabled across the Pacific on January 1, 1903. The cable ship "Silverton" arrived in Honolulu on that date after successfully laying down 2,600 miles of cable from San Francisco to Honolulu.

Gold, Frankincense, Myrrh Make Suitable Gifts for Infant King

In New Testament history, St. Matthew describes the first of all Christmas gifts — gold, frankincense and myrrh. After the wise men had knelt at the manger, he tells us, they opened their treasures to select these special offerings for the newborn Babe of Bethlehem.

To the modern mind, gold is instantly recognizable as a treasure, but the value of frankincense and myrrh is not so readily apparent. Actually, frankincense and myrrh were costly items in the time of Christ, and they are still costly. Both are resins used in making incense, surviving today at many a Christian altar.

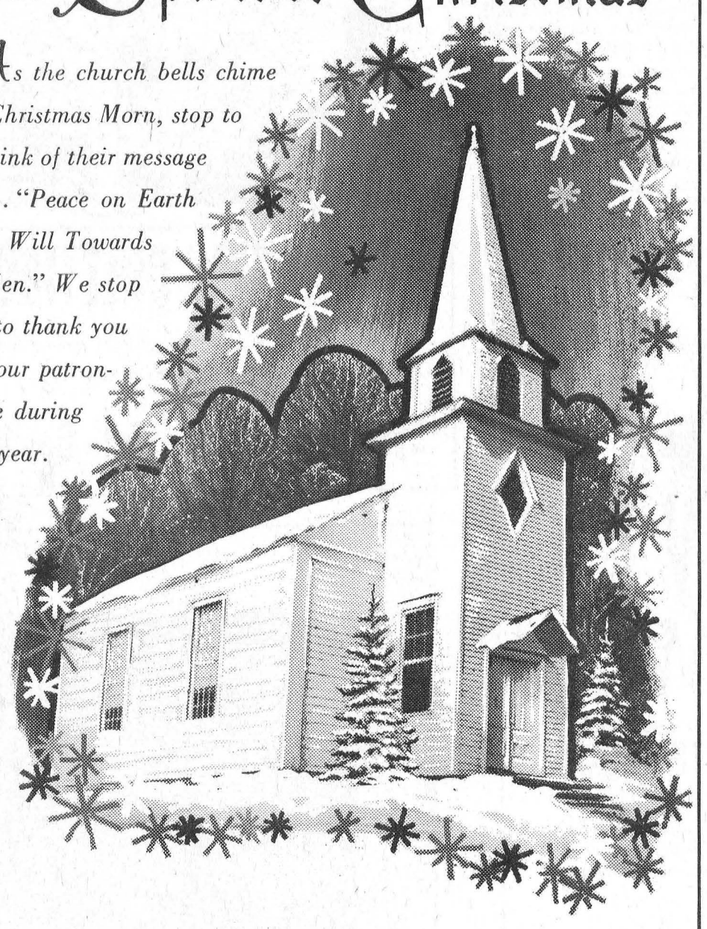
As further evidence that frankincense and myrrh were precious treasures, worthy gifts for an Infant King, there is the old poem which expressed the ancient belief that "incense owns a deity nigh."



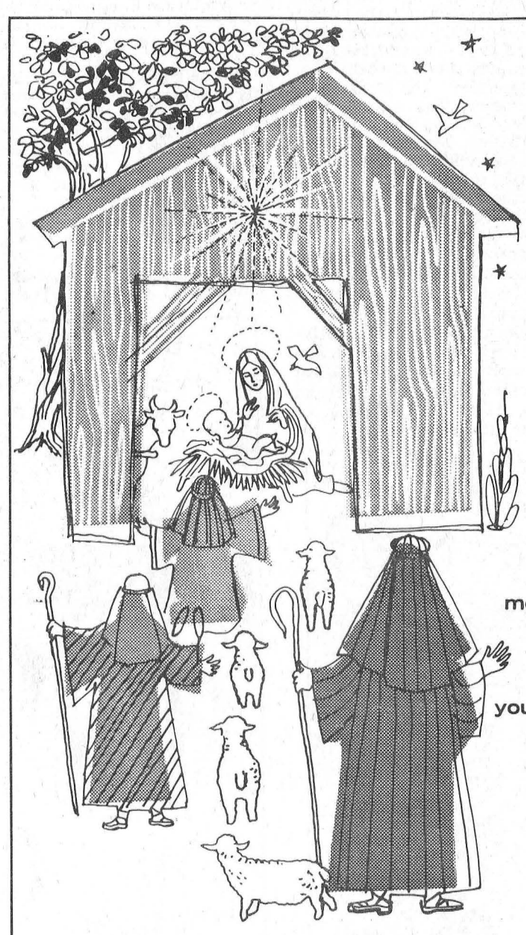
Docksteader Brothers

The Spirit of Christmas

As the church bells chime on Christmas Morn, stop to think of their message . . . "Peace on Earth Good Will Towards Men." We stop now to thank you for your patronage during the year.



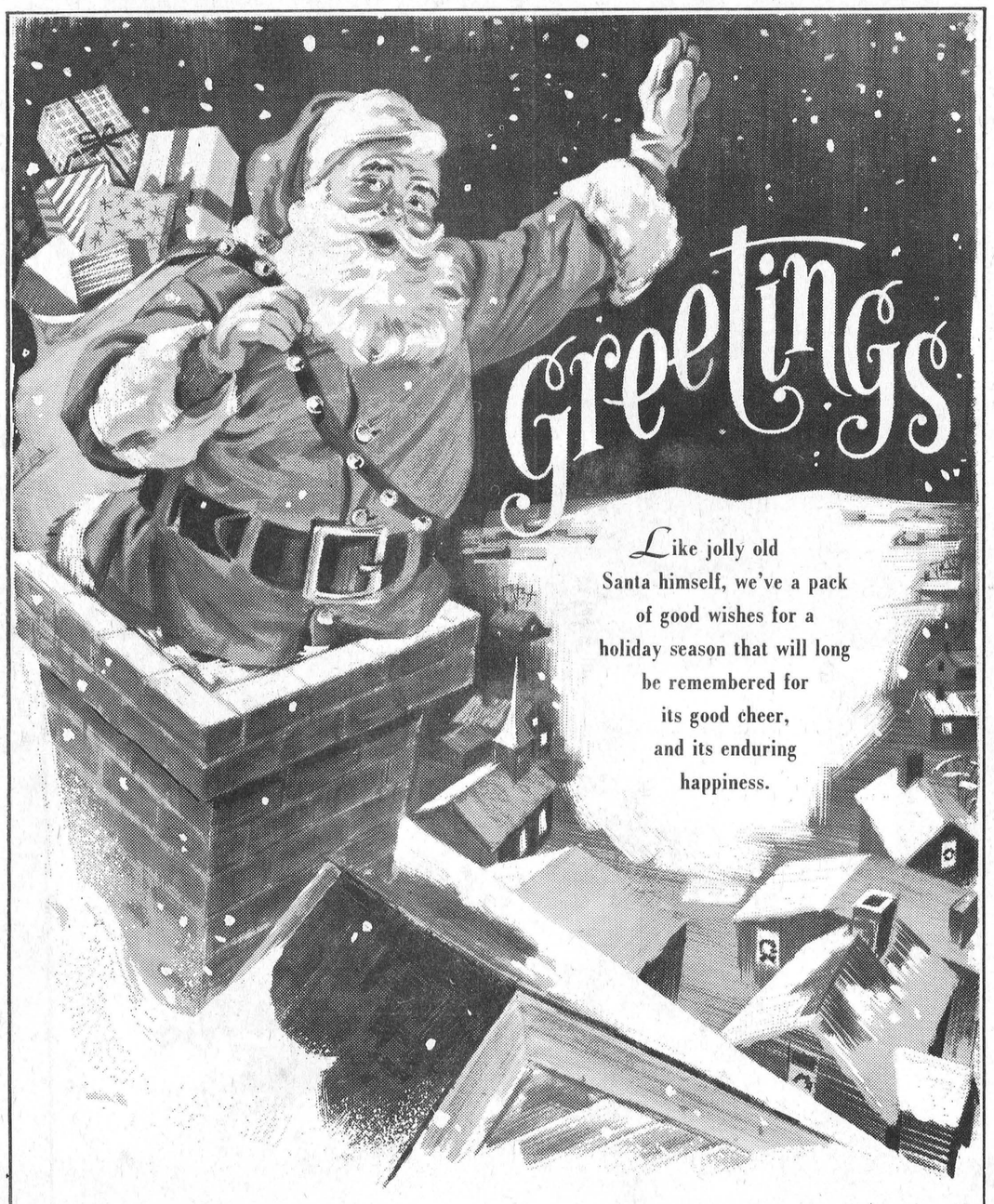
The Jo-Anne Shoppe



Joy and Peace

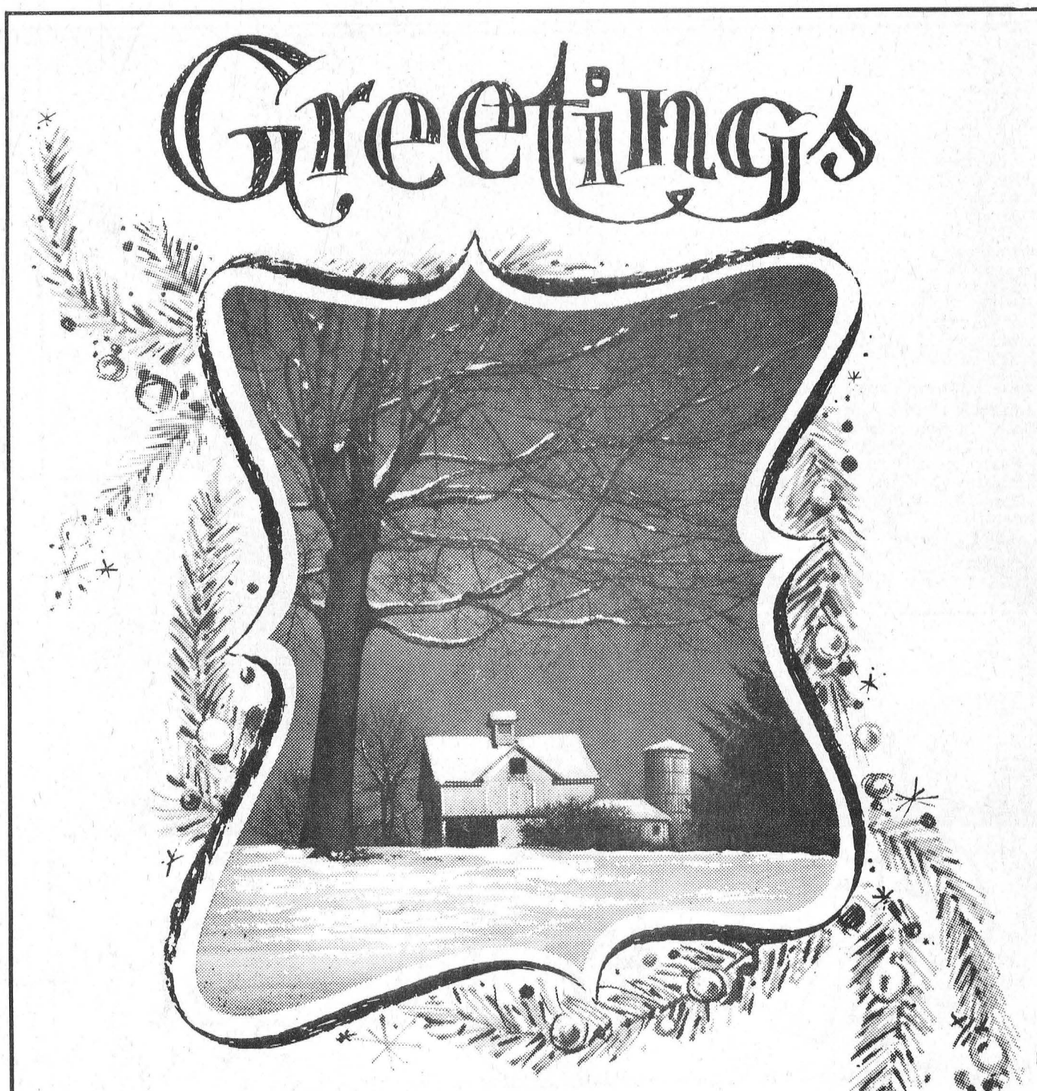
May the true meaning of Christmas be with you always, bringing joy, light and love into your heart and home. And may all your hopes be brighter because of the Christ Child's coming.

Charles Anderson
IMPERIAL ESSO PRODUCTS



DON REDMOND And SON

Greetings



We're wishing you joy and happiness during this beautiful season. May the true spirit of the Yuletide bring us peace and contentment, with thankfulness for our many blessings, as we celebrate with family and friends.

H. E. SAUNDERS AND SONS
INKERMAN

WINCHESTER Press

1965 CHRISTMAS EDITION



It's "Merry Christmas" All through the Town

"Merry Christmas!" In these two familiar words, often heard and often repeated, there lives and glows the meaning of the first of all Christmases, on that Holy Night nearly two thousand years ago. As the happy day approaches, this community, like many hundreds of thousands of other towns and cities around the world, proclaims the spirit of the season in ringing bells and happy carols, in gleaming lights and festive decorations.

Through all the celebrations — community, church, family — the simple words of greeting run like a glowing thread, weaving together into one joyous whole all the many glorious things that Christmas stands for. "Merry Christmas!" The words remind that Christmas is traditionally a time of merriment, a time for family and friends to gather together.

"Merry Christmas!" The words remind that Christmas is, indeed, more than merry. The lights and the laughter, the fun and the feasting are but the surface symbols of all Christmas truly means. It is a time of giving and sharing, a time to remember others, not only family, friends and neighbors, but all mankind, and especially the less fortunate among us.

As gaily wrapped packages make their way to Christmas trees around our town, the gifts once again recall the spirit of giving that began with the gold, frankincense and myrrh of the Wise Men, and the fragrant evergreen trees represent the message of the Christ Child, the inspiration of life eternal.

"Merry Christmas," we say, and with the words we seek to share our reverent wonder at the age-old story, our joy in ever-present blessings.



WHAT "NOEL" MEANS

"Noel," the French word for Christmas, means "birthday," "news," or "a shout of joy."

How Celebrations Began

"Merry Christmas!" The words are simple, familiar, even old-fashioned, yet they still contain a newness and freshness, a significance to thrill the heart of mankind.

Whence did they come, these familiar words? As a holy day and a holiday, Christmas means both festive merrymaking and prayerful worship, and both meanings are expressed in the traditional greeting, "Merry Christmas."

Christmas, commemorating the birth of Christ, derives its name from the medieval "Christes Masse," the mass of Christ. Yet, in the first centuries of the Christian church, there was no celebration of the birth of Christ, no Christmas.

The December festivals of those days were pagan in nature — the Roman Saturnalia in Southern Europe, the Yuletide festival of the winter solstice in Northern Europe.

When, in the fifth century A.D., Christmas began to be celebrated on December 25, the old customs of the pagan festivals were connected with the Christmas feast. The merrymaking continued, but it gained a deeper meaning, as pagan traditions were hallowed by association with the Nativity.

Thus Christmas became "Merry Christmas!"

Cards Tell Of Changes

The tradition of exchanging Christmas cards is a charming part of the joyous holiday, and it has a history of its own.

One of the most interesting parts of that history is the way that greeting cards serve to record changing social customs, manners and fashions through the years, points out Miss Esther Mooney, curator of the Norcross, Inc., greeting card collection.

For instance, an English card of 1892 shows the formality existing between parents and children during the Victorian era. Here, a little girl kneels solemnly at her mother's knee, sedately offering her a Christmas bouquet, with the wish, "May your life be a Merry Christmas."

Modern cards take a livelier, more light-hearted approach.

Sending Greetings

"Merry Christmas!" The custom of extending holiday greetings to friends undoubtedly goes back many years, but the Christmas card as a means of expressing those greetings is a relative newcomer to Christmas traditions.

Christmas cards had their beginning only 122 years ago in England, but despite the comparatively recent start, saying "Merry Christmas" in card form was a custom that quickly caught the public fancy.

The wish to say, "Merry Christmas" to friends and neighbors is strong, and the ways of expressing it are many. Today's edition of this newspaper, for instance, is one big "Merry Christmas" card, in which businessmen of this community offer special greetings and words of appreciation to their customers and friends.

Joyous Message of Christmas Lives Anew As Manger Scenes Symbolize Holy Night

"And it came to pass, as the angels were gone away from them into heaven, the shepherds said to one another, let us now go even unto Bethlehem, and see this thing which is come to pass, which the Lord hath made known to us. And they came with haste, and found Mary, and Joseph, and the Babe lying in a manger." — Luke 2: 15-16.

Thus, in the New Testament, Luke tells the story of humble shepherds watching in the fields — shepherds to whom the herald angels brought "good tidings of great joy," that they might seek and find the Infant Saviour. In still another Biblical account of the Nativity, Matthew writes of the Wise Men, who followed a Star to Bethlehem.

"And when they were come into the house, they saw the young Child with Mary His Mother, and fell down, and worshipped Him. And . . . they presented unto him gifts, gold, and frankincense, and myrrh." — Matthew 2: 11

At Christmas, as Christians everywhere celebrate the birth of Christ in church and home devotions, the story of the Nativity is told and retold — but it never grows old. Always, the well-remembered words of two of his disciples, Matthew and Luke, seem to resound with renewed meaning and inspiration, bringing to all some measure of that awe and wonder experienced by the shepherds and the wise men, long ago.

And now, as then, the supreme, the all-absorbing moment in the sacred story is that moment at the manger when first "they saw the young Child with Mary His mother."

St. Francis Planned for First Creche

In the miracle of the manger, in the Madonna and Child, mankind sees an ever-present reminder of the love of God, the glory and promise of Christmas. Each year, as Christians return in heart and spirit to Bethlehem and the manger, the joyous message lives anew. In cities, churches and homes, manger scenes symbolize once again the birth of a holy Child.

The treasured tradition of re-creating the manger has a long and notable history. The first creche or crib, scholars say, was erected by St. Francis of Assisi and his brethren, in the tiny Italian village of Grecchio in 1223.

As the people of the town gathered about the manger, the first Christmas carols were sung — joyous songs in honor of the Saviour's birth. St. Francis felt that, through the manger scene and the cheery Christmas songs, even the humblest member of the congregation could participate more fully in the observance of Christmas.

Re-Creating the Nativity in Art, Song

Through the years, the meaning of the manger has been enriched by hundreds of thousands of reverent re-creations.

Both craftsmen and artists have been inspired by the manger, and have shared their inspiration with many. The Madonna and Child appear again and again in countless famous paintings, and the Christmas creche in miniature, created by the loving hands of skillful craftsmen, is a precious tradition in many lands, in many homes.

In song, too, "the young Child with Mary His mother" lives anew. Gathering around the manger scene, glad voices joyfully carol, "Silent Night, Holy Night! All is calm, all is bright, 'round yon Virgin Mother and Child . . ."



Peace and Happiness for Christmas

May the peace and happiness of this holy season bring contentment to the hearts of our many friends.

Muriel's Flowers



GREETINGS

To all the messages of good cheer that ring out during this holiday season, we'd like to add our own, wishing you a very merry Christmas. May you find an abundance of the real joys of Christmas filling your heart and home, bringing you peace and contentment.

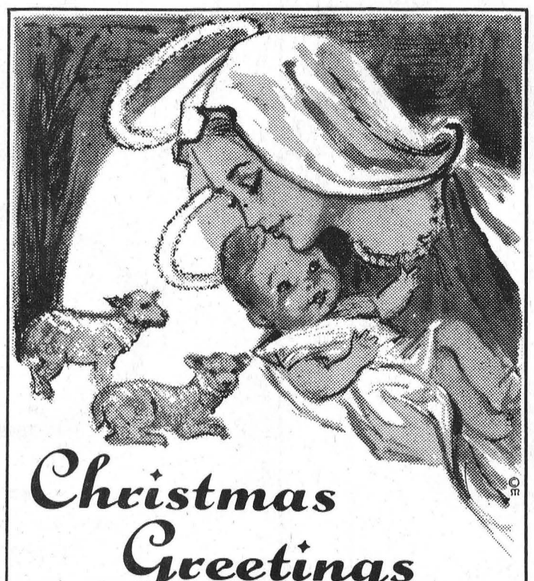
La Rose Pharmacy



Christmas is the perfect time to count our many, many blessings. High on our list is the confidence and good will you've showed us. So to you, our patrons, we're extending a cheerful, hearty holiday "thanks."

English's Ready To Wear

WILLIAMSBURG - GLEN BECKER



Christmas Greetings

To you and yours, we wish a very blessed Christmas, and may the miracles of this wondrous season fill every heart with happiness and contentment.

S. B. Simms and Sons

MOUNTAIN

Yule Music Blends Joy, Reverence

Across the centuries, man has looked to music to express his happy feelings at Christmas time.

From the medieval "Hayl, Mary, ful of grace" and "Mervele noght, Josep" to the modern "White Christmas" and "Rudolph the Red-Nosed Reindeer," songs have been a favorite part of Christmas celebrations.

In the tradition of Christmas music, there are simple carols, blending reverent wonder with quiet joy — Martin Luther's "Away in a Manger," for instance, or the mid-nineteenth century hymns, "It Came upon a Midnight Clear," "We Three Kings of Orient Are" and "O Little Town of Bethlehem."

There are merry songs, celebrating the jolly mood of the Yuletide, such as the time-honored "Deck the Halls," or the modern "Rudolph" and "Frosty the Snowman."

* * *

Composers Inspired...

Famous composers have found in Christmas inspiration for some of their most renowned music. At Christmas, and Easter, too, people gather to hear performances of Handel's "Messiah." Bach's Christmas Oratorio" and Berlioz' "L'Enfance du Christ" are other examples of "serious" music often specially performed at Christmas.

Twentieth century composers, too, have written music around Christmas themes. Probably the most familiar example is Menotti's "Amahl and the Night Visitors," an opera commissioned for television and performed annually. Honegger's "Christmas Cantata" and Britten's "Ceremony of Carols" are other notable examples.

* * *

To Honor St. Basil . . .

Since the herald angels sang, bringing "glad tidings of great joy" to shepherds watching their flocks, the people of many lands have contributed to the history of Christmas hymns and carols.

In the fourth century, St. Basil the Great of Greece emerged victorious in his struggle for Christianity with the Byzantine Emperor Julian. To celebrate this victory, a musical poem or carol was sung in his honor.

The first day of the New Year is still celebrated as St. Basil's day in Greece, and children receive their "Christmas" gifts on that day.

* * *

First in U.S. . . .

First Christmas carol composed in the United States was the work of an 18th century leather worker named William Billings, reports The Book of Knowledge. A tanner by trade but a tunesmith by inclination, Billings composed the carol, "A Virgin Unspotted."

The song isn't one that is still sung, and few hymnals now include it, but carol singers today owe William Billings a considerable debt of gratitude.

During Puritan times in England, the singing of carols and, indeed, the whole celebration of Christmas, was banned. The Puritan-minded American colonies followed suit.

It was William Billings, more than any other individual, who managed to persuade the Puritan New England settlers that singing songs at Christmas wasn't sinful.

* * *

Source of Song

Among the well-loved Christmas hymns is "It Came Upon a Midnight Clear." The words to this one were written by a Unitarian minister of Weston, Mass., named Edmund H. Sears. Time? Just about a hundred years ago, says the Book of Knowledge.

One melody for this hymn was composed by a Detroit journalist and editor; another melody was adapted from an old British folk tune by a composer better known for his long string of light-hearted operetta hits. This was Sir Arthur Sullivan, of the team of Gilbert and Sullivan.

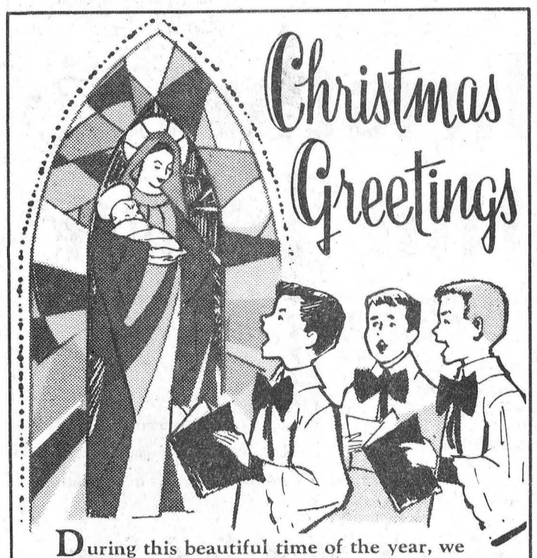
In Tudor Times . . .

In England during Tudor times, Christmas celebrations began on All Saints' Day, November 1, and continued until Candlemas, on February 2. "The Lord of Misrule" acted as master of ceremonies at the Yuletide festivities.

Much of the music for all this merrymaking was extemporaneous. Many songs were passed on by word of mouth from generation to generation — songs such as "The Boar's Head Carol," referring to the "boar" or pig which was traditional at the Yule feast, and "The First Nowell."

Cozy Corner

A branch or two of evergreen on the hall table makes the foyer scene more cozy. You can spray the boughs with enamels that dry in minutes, in colors ranging from pale gold, silver and copper to the traditional Christmas hues of white, red and green.



Christmas Greetings

During this beautiful time of the year, we send you and yours glad Christmas greetings and wish you all the blessings of the season.

Harry McNeill Store

MOUNTAIN



GREETINGS

From all of us to all of you, we send our greetings and best wishes for a merry, old-fashioned holiday season.

D. L. Berry and Sons

SOUTH MOUNTAIN - WINCHESTER



Joy

May your heart be filled with all the wondrous joy of that first Christmastide.

H. W. Algate

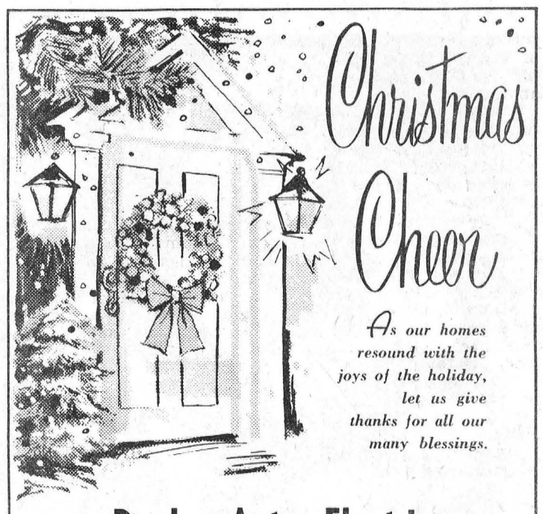
OPTOMETRIST



Happy Christmas

May all the joys of the season be yours in great abundance!

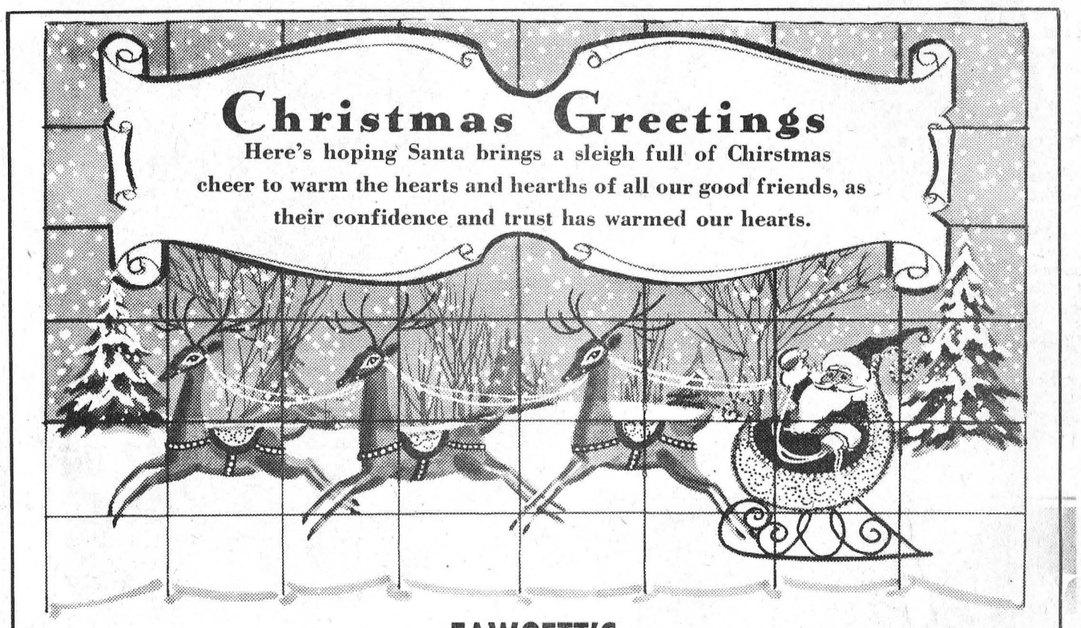
Art Leason



Christmas Cheer

As our homes resound with the joys of the holiday, let us give thanks for all our many blessings.

Deeks Auto Electric



Christmas Greetings

Here's hoping Santa brings a sleigh full of Chirstmas cheer to warm the hearts and hearths of all our good friends, as their confidence and trust has warmed our hearts.

FAWCETT'S

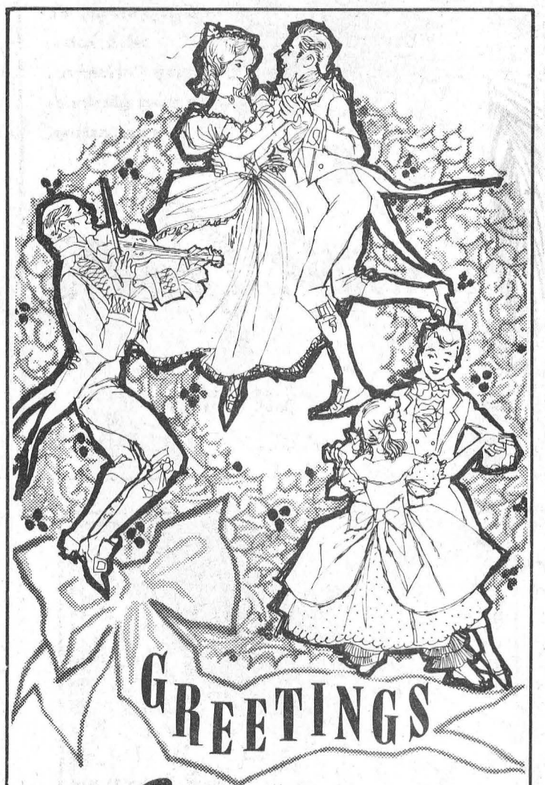
JEWELLERY - ORGAN STORE - MUSIC CENTRE



Greetings

We've come a-caroling to bring you all the joy, happiness and gladness of heart that goes with Christmas. To our song of good cheer, we add a special note of thanks for your kind patronage throughout the year. We are deeply appreciative. May our warm friendship continue for many more years.

VICE AND CRAIG

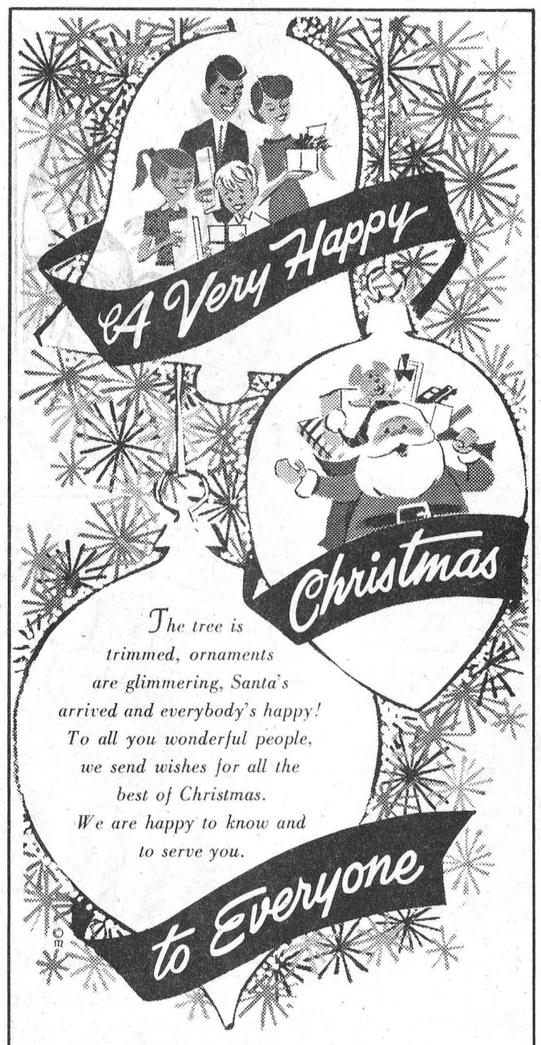


GREETINGS

at Christmastime

It's the season for merry making and peace on earth with lots of good cheer. And we're ringing out with a sincere "thank you" to all our wonderful customers for their loyal patronage to us. A very special Merry Christmas to all of you!

Biccum and McIntosh Ltd.



A Very Happy Christmas

The tree is trimmed, ornaments are glimmering, Santa's arrived and everybody's happy! To all you wonderful people, we send wishes for all the best of Christmas. We are happy to know and to serve you.

to Everyone

R. S. Allison and Sons

WINCHESTER SPRINGS

Little Prune People Bring Good Luck

From the South of Germany comes a centuries-old custom of making "Little Prune People" for Christmas decorating and eating.

Legend has it that the appearance of these "little people" in the home during the holiday season will bring good luck and good harvest during the coming year. They take on characterizations of people of all ages and occupations, including St. Nicholas himself.

If Dad has some heavy wire and some scraps of plywood in his workshop, and if fruits and nuts are on hand (as they usually are at Christmas), almost any family could make some "lucky little prune people" this Yuletide. For groups large or small, planned or impromptu parties, the creation of prune people could be an enjoyable Christmas Day pastime.

Most people will quickly come up with their own ideas for prune characters they would like to create. The characterizations are limited only by the imagination and the materials that can be used.

Traditional materials used to create "prune people" are: heavy picture wire, prunes, dried figs and raisins, unshelled nuts, quarter-inch plywood scraps or wood scraps from crates, pliers, hammer, small awl, foil, scraps of Christmas wrapping, glue and a little imagination.

To make prune people, follow these steps:

1. Cut a three-inch square wooden base. Make two holes one inch apart in center of base and cover with paper or foil.

2. Cut wire 30" long and put each end through holes in bottom of base. The base will now stand with wire perpendicular and ready to string on nuts or prunes.

3. Punch hole through two Brazil nuts and string wire through holes to form feet and glue nuts to wooden base.

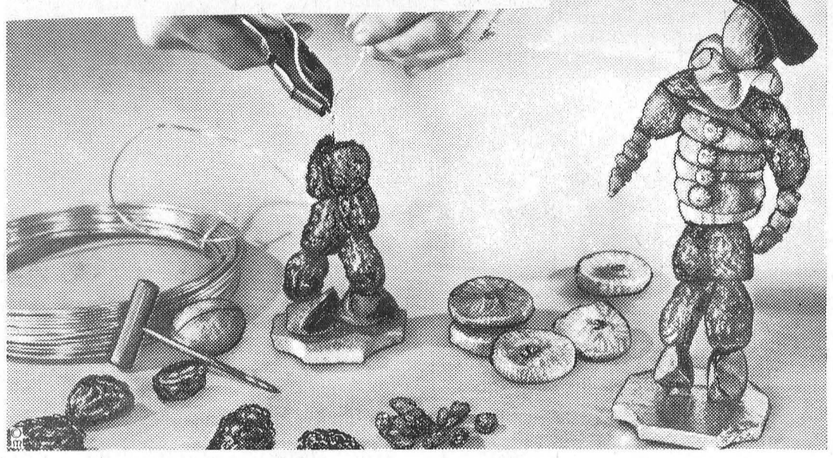
4. String two or three prunes on each wire for legs. Then twist two strands of wire around each other to form one strand so that body can be made from prunes or figs (five or six figs or two or three prunes).

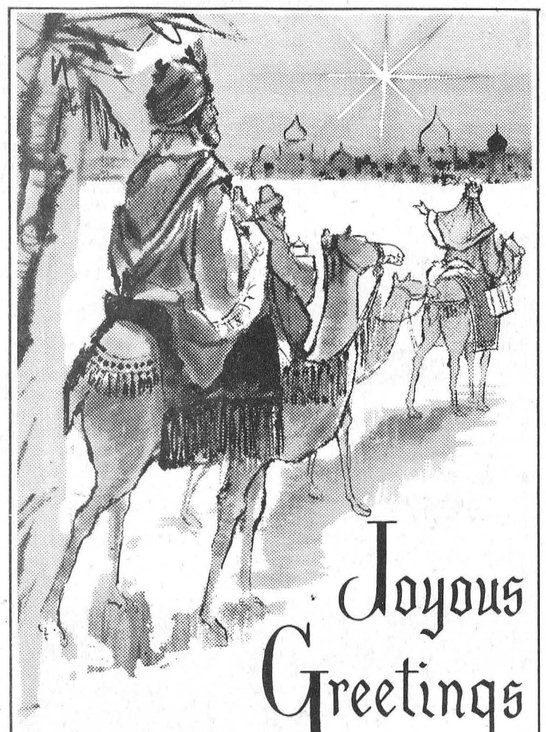
5. Twist strands of wire again to hold torso in place at neck. Then separate wires and bend down arms. Make arms of prunes, adding raisins for cuffs or hands, snip off extra wire and bend into loop to hold fruit in place.

6. For the head, make small hole in end of walnut and insert short piece of wire in walnut — just far enough to hold head in place, using balance of wire to wrap around wire that forms body of figure.

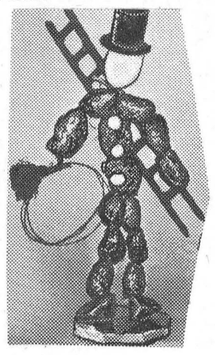
7. With scraps of cloth, thumb tacks, small balls of foil or raisins and a little creative thought, dress the little prune figures.

PRUNE PEOPLE BRING luck during the coming year, legend says. They are easy to make with ingredients most families have on hand at Christmas time — prunes, figs, Brazil nuts, together with plywood scraps, picture wire and scraps of such decorative materials as foil and gift wrapping paper.





SOME CHARACTERS that might be created from prunes and other ingredients are shown at right. The chimney sweep is prunes from neck to toe. His ladder and hat are made from shiny black construction paper. He and his companions, the Tyrolean prune couple, stand on a three-inch wooden base covered with foil. Each has Brazil nuts glued to the base for feet, and a walnut for a head.



"And on Earth" . . .

"Glory to God in the highest, and on earth peace among men with whom He is pleased."

This is how the latest version of the Bible translates Luke 2:14—a change from the familiar "and on earth peace, good will to men."

WHAT "NOEL" MEANS

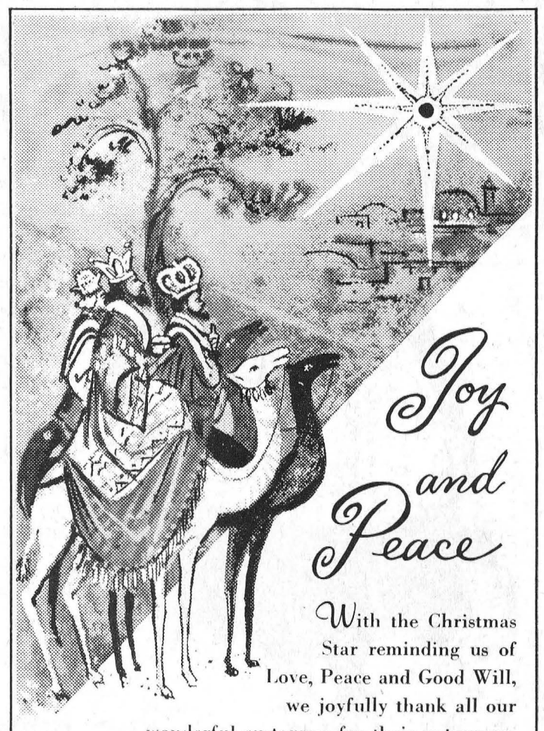
"Noel," the French word for Christmas, means "birthday," "news," or "a shout of joy."



Blessings

May you and yours enjoy a Christmas rich in blessings.

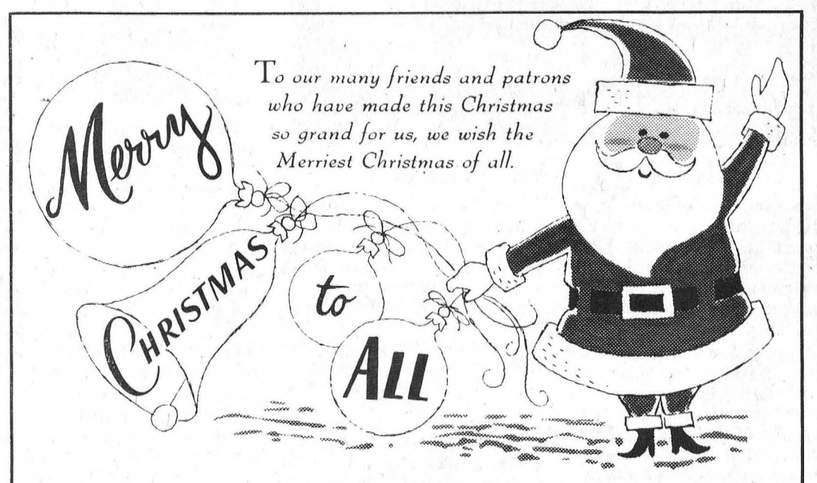
Holmes Jewellers



Joy and Peace

With the Christmas Star reminding us of Love, Peace and Good Will, we joyfully thank all our wonderful customers for their patronage.

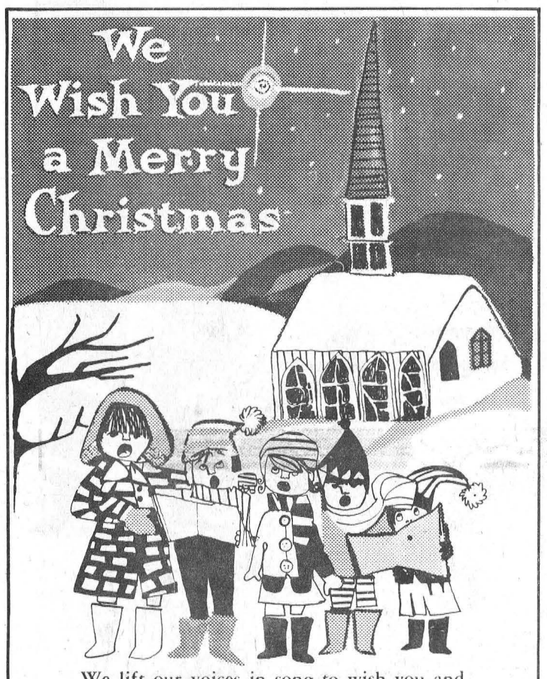
Dixon's Allied Food Store



To our many friends and patrons who have made this Christmas so grand for us, we wish the Merriest Christmas of all.

Merry Christmas to All

Reynolds Dairy



We Wish You a Merry Christmas

We lift our voices in song to wish you and yours the many joys of the Yuletide season. May your holidays be truly merry.

R. H. Beckstead

WILLIAMSBURG



Joyous Greetings

Our wish for you: that you and your loved ones may find the peace, hope and abiding love of that first Christmas filling your hearts and your home throughout the joyous holiday season.

Crowder Insurance Agency

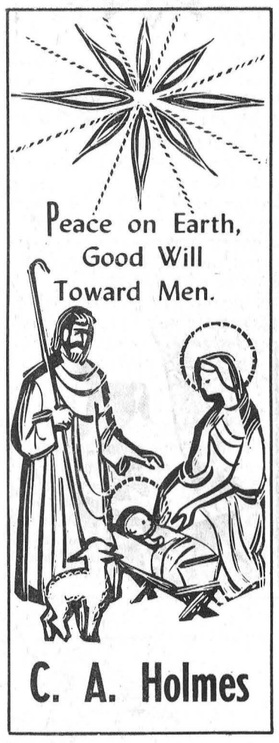
SOUTH MOUNTAIN



Holy Night

At this Christmastide, we gratefully wish for all our dear friends the season's many blessings.

Harry Strader



Peace on Earth, Good Will Toward Men.

C. A. Holmes

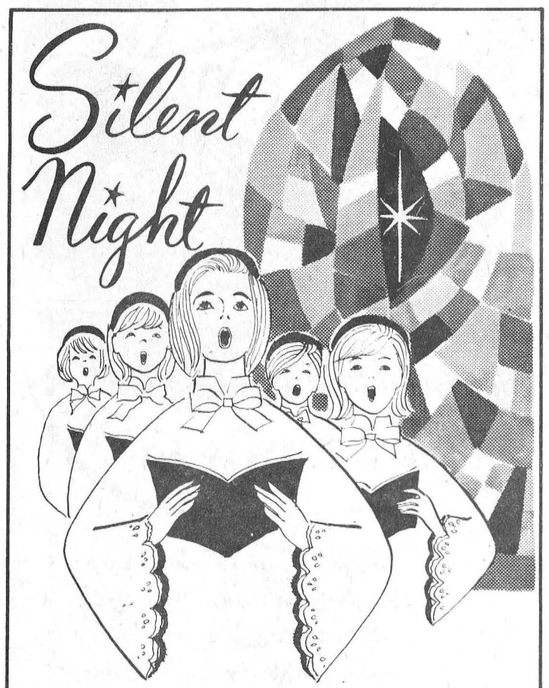


At this season of joy and happiness, we wish you a Merry Christmas. May your gladness be everlasting!

Christmas Greetings

Perso Cleaners

RAYMOND ANNABLE - SALESMAN



Silent Night

May the "heavenly peace" of that first Christmas night descend upon the world, bringing to everyone the joy and happiness that comes with a contented heart.

H. C. Fairbairn

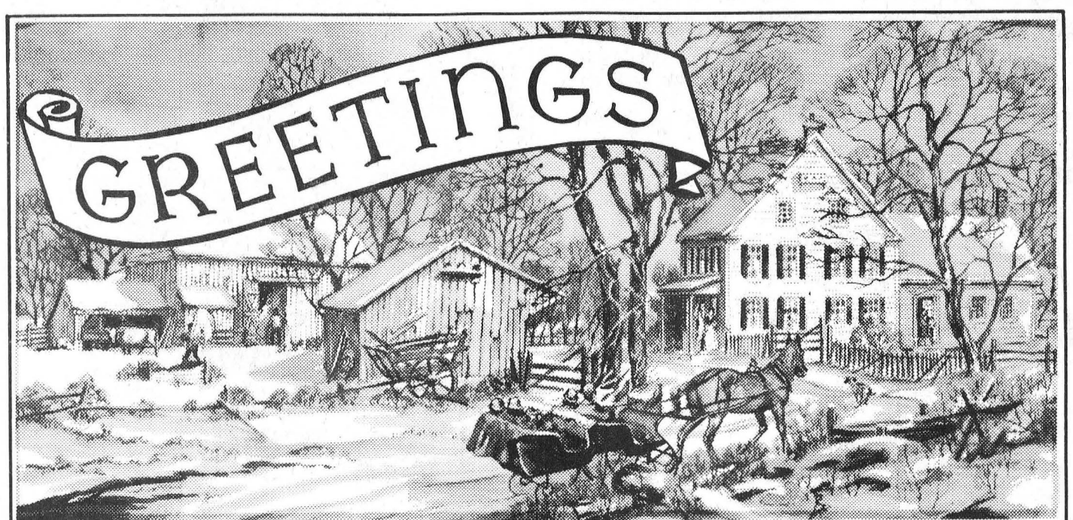
WILLIAMSBURG - BRINSTON

O, Holy Night

May all the happiness and joy of this wondrous time come to you and yours, lighting your days with peace and contentment. And may each Christmas bring a new and glorious morn of enduring love and hope to everyone, everywhere.

C. W. Coons General Store

BRINSTON

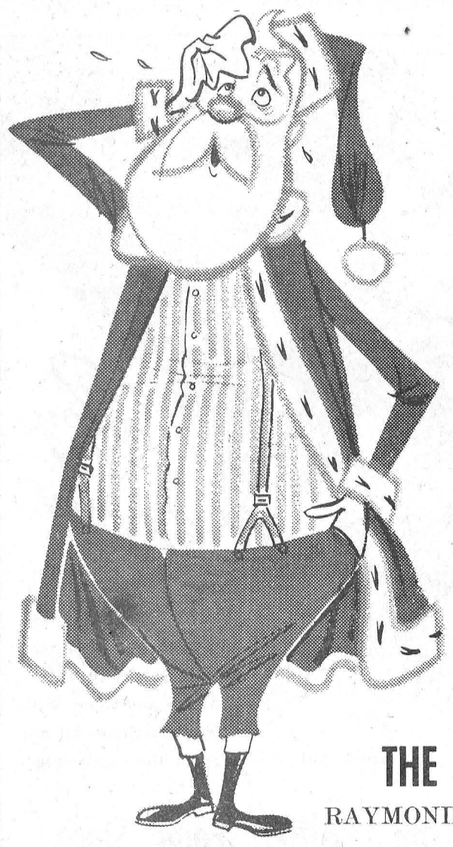


GREETINGS

It's *that joyous and gladsome time of year when we open our hearts and homes to one and all, sharing our blessings large and small. May yours be the rich delight that comes with partaking of the spirit of Christmas.*

Arthur Thom

WILLIAMSBURG



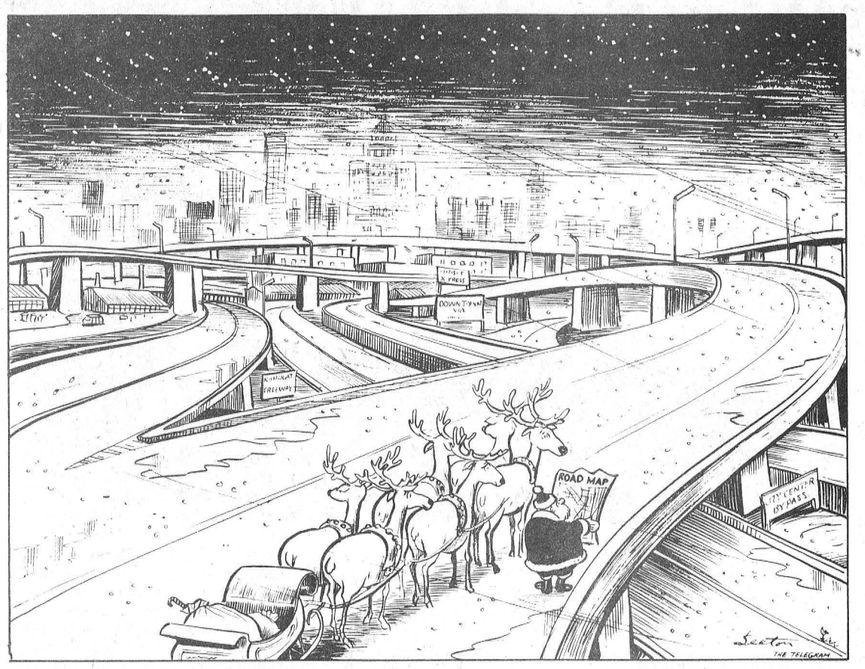
O-OH BOY! DID I GOOF...

In the Winchester Press last week Santa inserted an advertisement stating that we would serve meals and cater to parties, etc. over the Christmas season. Unintentionally Santa goofed in this advertisement as the management had not been able to make the necessary arrangements for the festive season and had, therefore, decided against the previou Christmas policy of serving and catering on or about the holiday. Our sincere apologies for any inconvenience this may have caused.

May we take this opportunity to extend to each of you a Merry Christmas and a Happy New Year!

THE PIONEER HOTEL

RAYMOND and SALLY McINTOSH



An Evergreen Rope

A rope of evergreens is easy enough to make, say the experts, and might go well over your door frame, mantel or along a stair rail.

Materials: rope long enough for your needs, short lengths of wire (15 to 18 inches), short sprays of evergreen (cedar is especially good), balls, bows, red berries or bells.

Place a bunch of evergreen against the rope and fasten in place with wire. Repeat length of rope. Drape as desired.

Locate places where additional decoration—berries, balls, bells—would be effective and wire on.

Fasten decorated rope in place with tape, tacks, corsage pins or small nails.

Wire lengths of evergreen together as a spray and decorate with bells, balls or ribbon.

WICKS' WEEK
—By BEN WICKS





C. A. Holmes

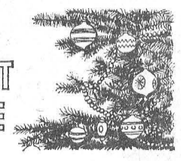
VIETNAM CHRISTMAS

For more than one hundred Vietnamese orphans, Christmas 1964, will always be remembered as a memorable event. It was made so by the officers and men of the 145th Aviation Battalion commanded by Lieutenant Colonel Robert K. Cunningham of Montgomery, Ala. For weeks the men had been working toward the day when old Santa would arrive in Saigon, South Vietnam and they could have a party for the orphans they sponsor. For many of the children it was a new experience, but one that would last a lifetime.

The youngsters arrived on the scene singing "Jingle Bells" in English, although most of them neither speak nor understand the language. They were given haircuts, clean clothes and showers, but most of all they were paired off with a military sponsor with whom they would spend the day.

Using the "Big Brother" system, it was difficut to tell who was having the most fun, the children or their sponsors.

THE RIGHT TREE



To make sure your tree adds as much as possible to the holiday spirit, be sure to select the right tree. Measure the space where you plan to put the tree before you buy it. Decide what type of tree you prefer. Douglas fir is often preferred, red cedar and Virginia pine are less expensive, and you can splurge on blue spruce, white spruce or Scotch pine. If you choose a fir, be sure it tapers nicely from a single tip. Check the needles. Brown, dried-up patches indicate needles have dropped off.

TREE CUSTOM

Martin Luther is generally credited with decorating the first Christmas tree. The custom spread throughout Germany and eventually thoughout Europe. Prince Albert, Queen Victoria's German husband, introduced the tree in England in 1841. German immigrants brought the practice to the United States in the 19th century. A Christmas tree was displayed in Cambridge, Mass., in 1832.

SUGAR AND SPICE
by Bill Smiley



Beneath The Tinsel

Are you one of those birds who goes around in a perpetual grump at this time of year? Whether we like it or not, the celebration of Christmas has changed drastically in the last generation or so.

Many people resent this and regret it. They feel that commercialism has taken over the festive season, that the true meaning of Christmas has been smothered in a swirl of electronics and gimmickry, of advertising and noise and vulgarity and pure greed. I don't agree.

Admitted, Christmas is no longer a simple observance of the birth of Christ. In a complex and neurotic age, it has become complex and neurotic. Physically, the holiday is exhausting, and financially it is crippling.

But it's a little too glib, and certainly naive, to suggest that the spirit of Christmas has been lost.

Certainly, Santa Claus and Rudolph are pagan figures. Certainly, some of the "Christmas" songs are nauseating. Certainly, many Christians are utter gluttons at this season. Certainly, many of the decorations and cards and gifts are in the poorest taste.

But these are only material things, the outer trappings of the great festival. Beneath these gaudy robes, the bones of Christmas — the grand old carols, the simple, enthralling story — are as strong as ever. And the great heart of Christmas — the real desire for peace and goodwill — beats as warmly as ever.

Brownies and Cubs go carolling to homes for the aged. Service clubs and church groups and women's organizations hustle around with boxes of cheer for the sick and the poor. Firemen and legionnaires repair toys and wrap gifts for under-privileged children.

Almost everyone, however temporary it may be, begins to glow with a genuine desire to give, to love, to be one of a great human fellowship. No, don't tell me the true spirit of Christmas is disappearing.

Come, now, all you Scrooges.

Admit it. You enjoy giving at Christmas, even though you grumble a bit, and even though you have to do without things yourself. Until next June.

And one of the great things about Christmas, the real Christmas, is that the gifts that really count don't have to be wrapped, and don't cost a cent.

What finer gift can we give our children than the teaching of the lovely carols, the telling of the thrilling story? And what greater gift can they give us than the look of wonder and delight in their eyes?

Think of all the other incomparable gifts for which no charge account or credit card is involved:

An invitation to Aunt Martha to spend Christmas Day with you, even though she's 86, deaf as a stone, belches like a Hottentot, and always carries a crock in her purse.

A warm smile for your husband on Christmas morning, and the heart-felt statement that you always HAVE liked Christmas trees leaning at a 45-degree angle.

A warm smile for your wife on Christmas morning, and the fervent remark that she's never looked lovelier, even though she resembles a camp-follower in the Crimean War.

A simple announcement from your wife on Christmas morning, in the twentieth year of your marriage, when your kids are in high school or college, "Guess what, dear. We're going to have a baby."

A sincere, sympathetic phone call to your neighbor on Christmas morning, when you discover that his front-lawn display, featuring Santa Claus and the Seven Dwarfs, has blown down in the night. Interspersed, of course, with a few jolly "Ho! Ho! Ho's!", in the spirit of the season.

These are the gifts that give real joy, whether you're giving or receiving, if you have the true spirit of Christmas. Now wait a minute. Don't rush back to the stores with your wife's mink stole or your kids' toys. Just in case . . . .

Toronto Telegram News Service



A Good Tree

Select a cut Christmas tree early when the choice is wide. Apply a freshness test before you buy it. With proper care the tree can be kept fresh until Christmas.

To determine how fresh a tree is, do this: Thump the butt hard on the ground. If needles shower down, it's a sign of dryness. Next pull the needles. If they have good resistance, the tree is relatively fresh.

Rub a finger across the butt. If it is sticky with resin, that, too is a sign of freshness. Spread lower branches. If they're springy and sturdy, they will hold ornaments well. Odor or fragrance is another mark of freshness. Avoid a Christmas tree with browned patches of needles.

The butt of a tree should be 6 to 7 inches long and in symmetry the branch spread should be half the height of a tree.

Taken home, the tree should be given this care: First, cut a diagonal slice an inch thick from the butt and peel back the bark other inch.

Place e tree in a bucket of cold water. Keep the tree in a garage, porch or other cool place until you are ready to bring it indoors. Add water to the container periodically. Coating the needles with an anti-wilt spray compound will prevent needles drying out and falling. Or you may sprinkle the needles daily with water. This reduces transpiration.

Old Carols

Many of our favorite Christmas carols are centuries old. "The First Noel" was originally a medieval shepherd song. "God Rest Ye Merry Gentlemen" dates to the 16th century and "Joy To The World" was published in 1719.



We wish you the happiest of holidays, with all the joys and delights of the season.

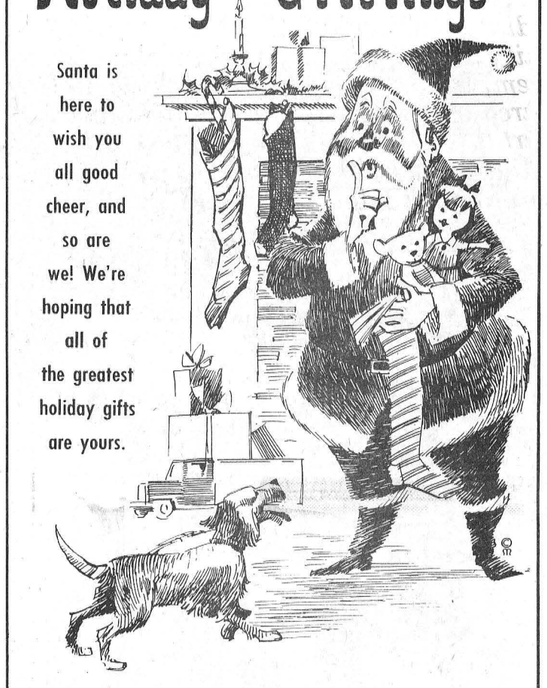
Duncan's Store



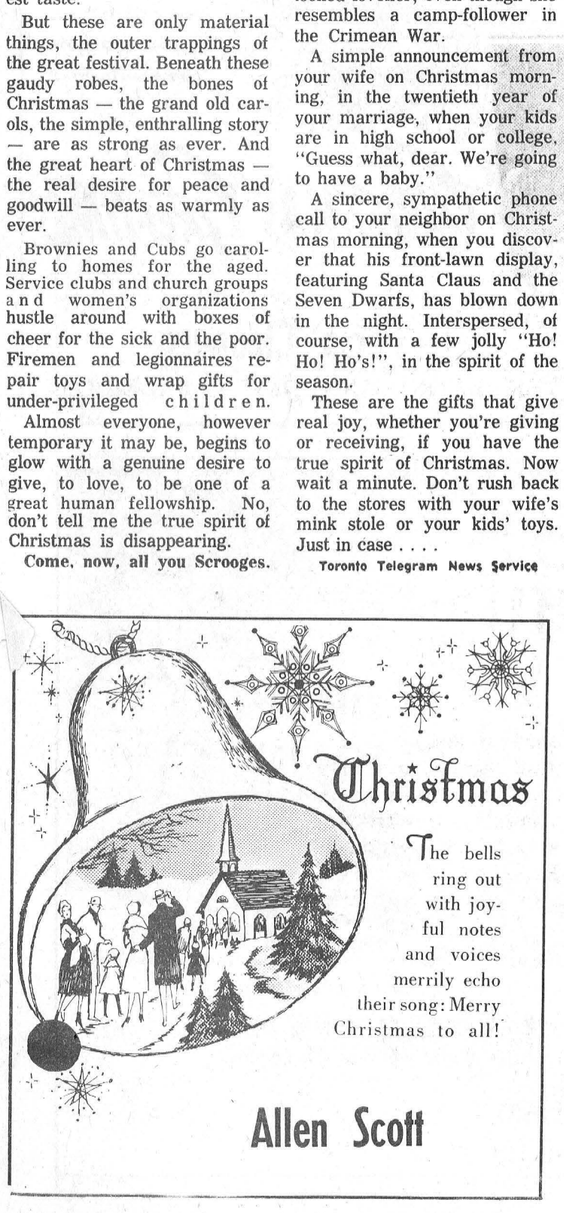
Christmas Greetings

To you and your family . . . may this be your happiest Christmas ever.

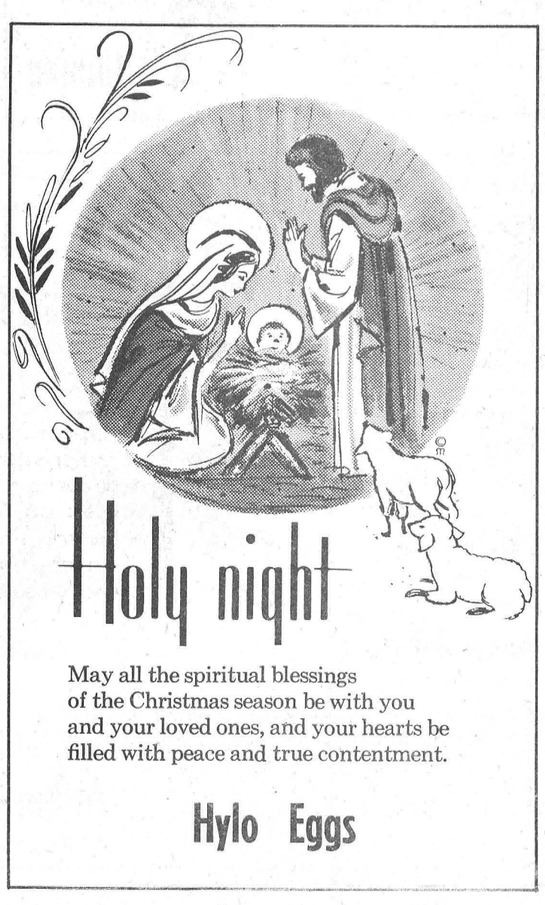
Walter C. MacDonald



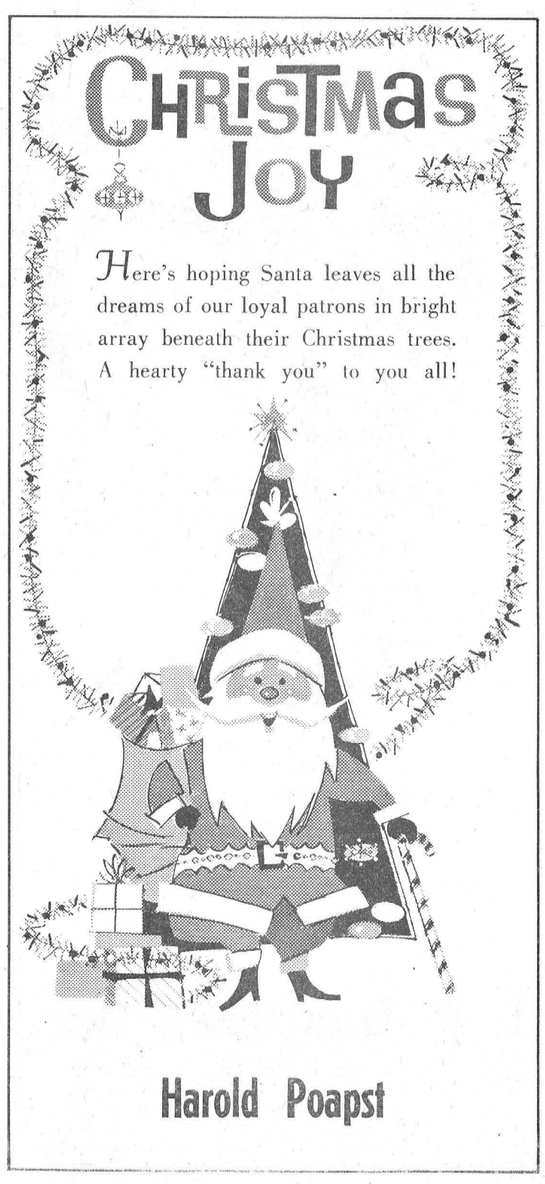
Geggie's Hardware



Allen Scott



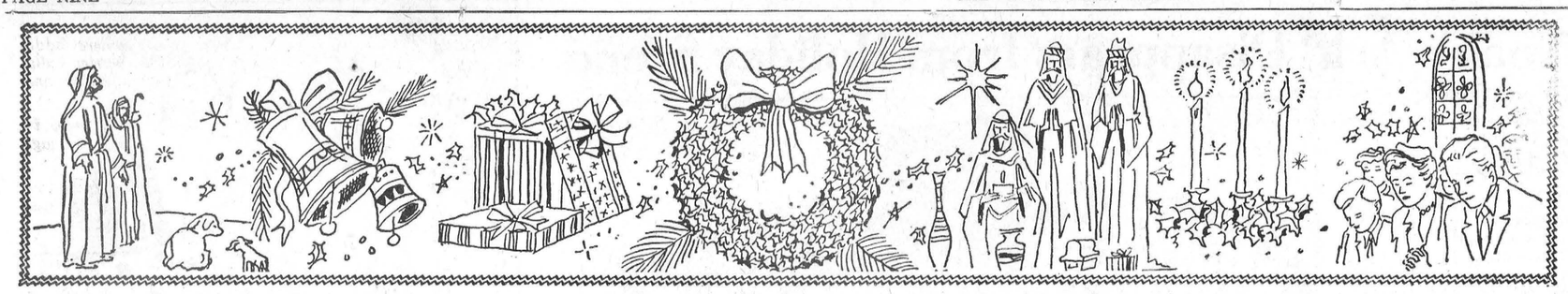
Hylo Eggs



Harold Poapst



Country Kitchen Restaurant



The Spirit of Christmas Lingers Long

Again it is Christmas, and for those with eyes to see there is joy in the world about us. There is a certain feeling in the air, there is a warm stirring within our individual hearts.

Christmas is but one day, although the most magnificent and eventful day in the history of man's life upon this earth. Yet, with the monotonous march of the seasons, only Christmas comes so early and lingers so long.

It begins, perhaps, sometime in November when youngsters begin to count the days and mind their manners. It seems much nearer when schools and churches begin rehearsing holiday pageants and planning holiday decorations.

Should snow fall in early December, everyone becomes more aware of the approaching holiday. There's a bit of a spring in every step, a happy ring to the voices we hear.

The gradual quickening of heart and spirit becomes full-blown with the arrival of Christmas Eve. With the passing of gifts and greetings and the observance of family traditions, we gratefully accept the opportunity to return in heart and spirit to Bethlehem. In silence we may sit again in the church by the side of the road and find our heart filled with joy and gladness.

And, come what may, we feel we shall not soon forget THIS Christmas Day.

'HAPPY NEW YEAR'

How do you say "Happy New Year?" These three words, which appeared on some of the very first greeting cards, are pretty standard.

Today, however, you can buy cards which express the greetings in other languages. If you have a friend in Paris, send him a card which reads, "Bonne Annee!" Know someone in Madrid? Then, the greeting is, "Feliz Ano Nuevo!" For sunny Italy, it's "Buon Capo d' Anne!"

"Ein Gleuckliches Neues Jahr" is the appropriate salutation one might receive from—or send to—friends in Germany.

Distinguished Scholar Had Doubts About Famous Christmas Poem

"'Twas the night before Christmas, when all through the house,

Not a creature was stirring, not even a mouse."

With these lines begins the familiar poem, "A Visit from St. Nicholas." Today, this poem is a treasured part of the lore of Christmas, often quoted and published at the Yuletide season.

Surprisingly, the poet who created it was far from proud of his work.

A distinguished Biblical scholar and professor of divinity, Dr. Clement Clark Moore wrote the poem for the amusement of his children at Christmas in 1822. A visitor in the home at the time copied it and had it published a year later in the Troy, N.Y., Sentinel.

The poem appeared anonymously, because Dr. Moore felt that he, as a professor of divinity, should not be associated with such "undignified" work.

For more than 20 years, he refused to take credit for the poem. In 1844 the poem was published and for the first time credited to its creator, Clement Clark Moore.



CAKE CUSTOM

Reflecting the fear of starvation, it was once custom for peasant families in various parts of the world to bake a special New Year cake which was dashed against the door; members of the household picked up the cake and ate it, prayerful that neither hunger nor want would enter the house during the ensuing year.

IN OLDEN TIMES

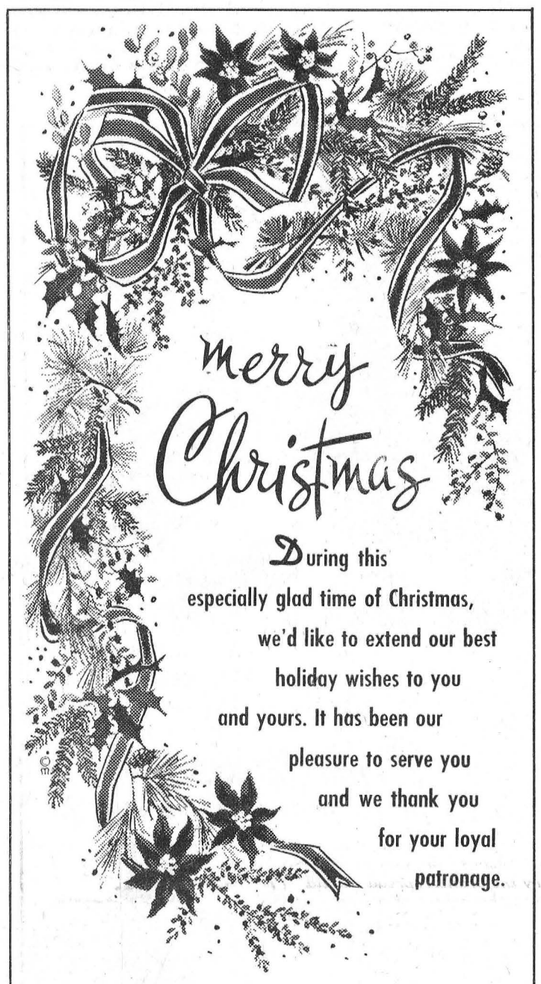
Ancient Romans rang in the New Year much like Americans today. All work stopped, schools closed; courts handed down no sentences; revelors gamboled in masquerade; and gifts such as waxen fruit, candles, and dolls were exchanged.



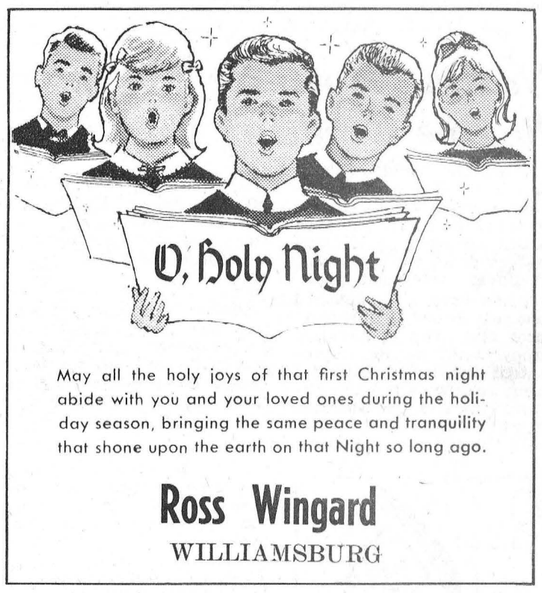
Daykin Photos OSGOODE



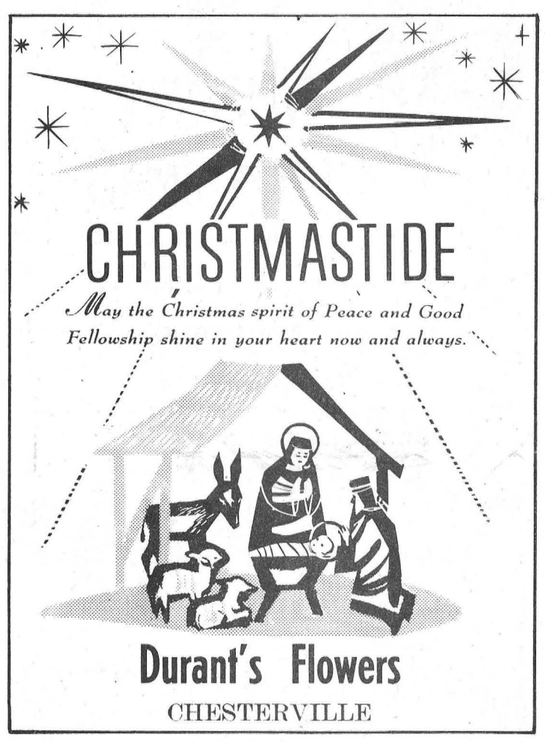
Archie Sayant Garage VERNON



During this especially glad time of Christmas, we'd like to extend our best holiday wishes to you and yours. It has been our pleasure to serve you and we thank you for your loyal patronage.
W. J. L. Boyd and Sons Ltd.



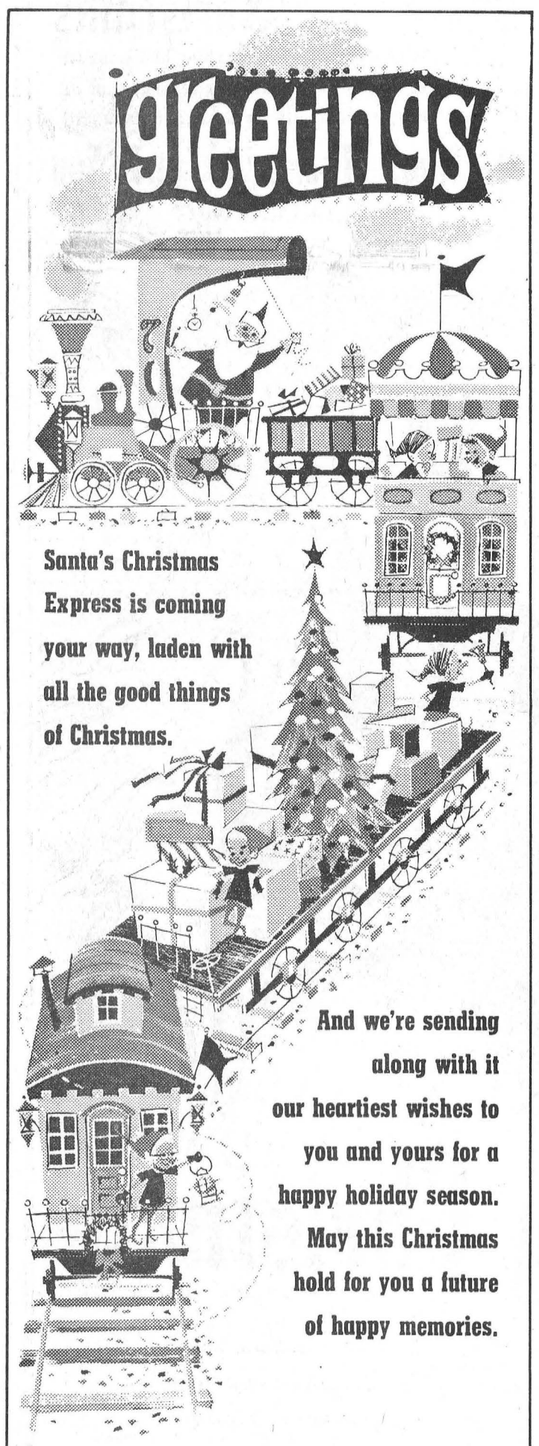
May all the holy joys of that first Christmas night abide with you and your loved ones during the holiday season, bringing the same peace and tranquility that shone upon the earth on that Night so long ago.
Ross Wingard
WILLIAMSBURG



Durant's Flowers
CHESTERVILLE

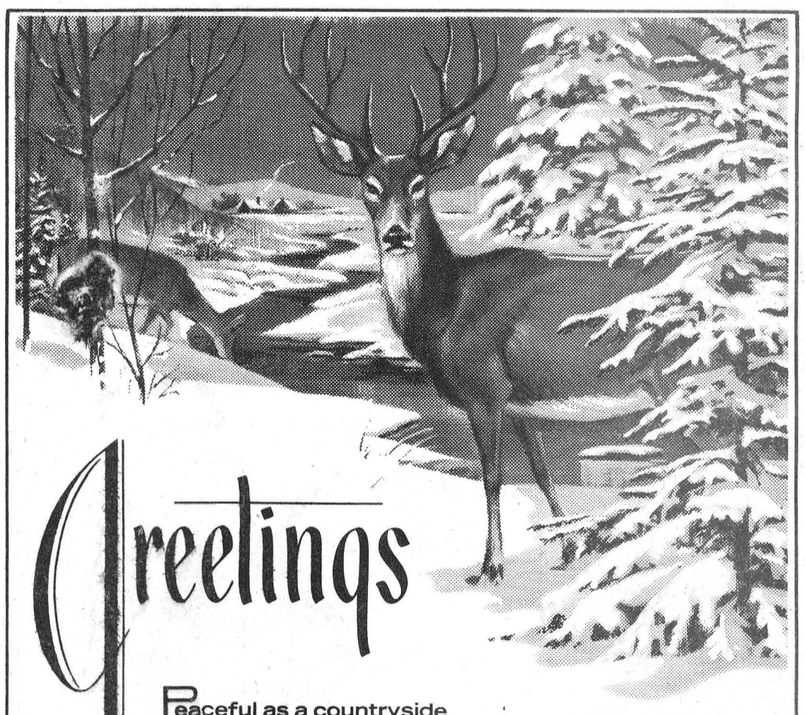


Winchester Motors



Santa's Christmas Express is coming your way, laden with all the good things of Christmas.
And we're sending along with it our heartiest wishes to you and yours for a happy holiday season. May this Christmas hold for you a future of happy memories.
Ault Milk Products Ltd.


OLD-FASHIONED *Christmas Wishes*
Times change, but the good old-fashioned spirit of Christmas goes on forever, and so do our hearty wishes for your happiness, and our earnest thanks for your friendly good will.
Stan Black
SHELL PRODUCTS


Greetings
Peaceful as a countryside wrapped in snowy white, the quiet contentment of Christmas spreads across the land. We greet you with the wish that great joy may be yours at this happy, holy time. And with sincere thanks, we extend to you our great appreciation for your favors and friendly good will.
Hugh Eadie
SUPERTEST PRODUCTS



NATIVITY SCENE IN BAS RELIEF adorns a marble pulpit in the Church of Santa Maria Novella at Florence, Italy. The early-Renaissance work was completed and placed in the church only after a court dispute by two families, both of whom claimed the rights to the pulpit.

'Noah's Ark' Disappears from Holiday Scene

By ANNA MANG

Where there are children, this holiday season, there's usually a Christmas tree — brightly lighted, gaily decorated, its fragrant branches bending low over a veritable "Toyland" of gifts from Santa's lavish pack.

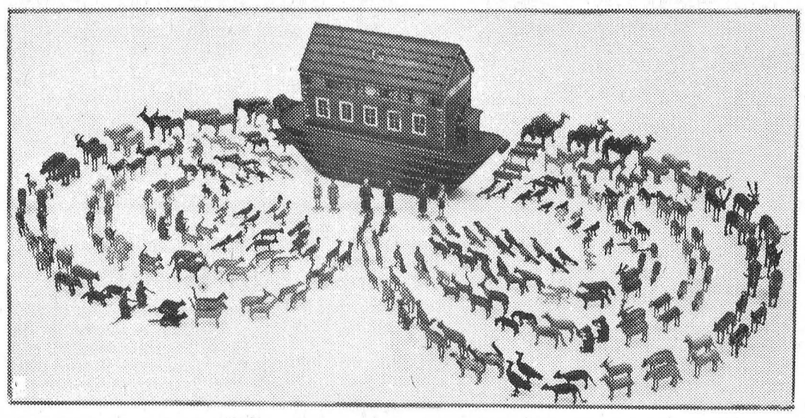
These days, the variety of toys to enchant, entertain and instruct the youngsters is practically limitless. The toy pack holds, it seems, everything and anything that a lucky child might see in his dreams.

A century or so ago, the picture was very different. Even the Christmas tree itself was not as likely to be a part of the holiday scene. Around the middle of the nineteenth century, the Sunday school movement had begun to popularize the idea of family Christmas trees, but a tree at home was still not something a child would take for granted.

As for the toys, under the tree or not, the usual gift might be only one toy, and that one not a toy that modern children would recognize.

This is not to say, however, that nineteenth century children were to be pitied.

In a single toy, the "Noah's Ark" then highly prized as a special occasion gift, nineteenth century children found entertainment in great variety.



ENCHANTMENT AT CHRISTMAS FOR CHILDREN of the nineteenth century often came in the form of a Noah's Ark, then a highly prized special occasion gift. The set shown here contains more than 300 animals. Photo courtesy of the New York Historical Society, New York City, N. Y.

Today the Noah's Ark has disappeared from the wonder world of toys, but in the days of its popularity, nearly every home with children also housed a Noah's Ark in some form, however modest.

Like modern toys, the Ark was available in many versions, from the simple to the complex. Basically, this toy consisted of the ark itself, in miniature of course, accompanied by gaily painted wooden figures representing Noah, his family, and animals in pairs.

The more elaborate the toy, the greater was the number of animals included. One nineteenth century Noah's Ark set, now part of the New York Historical Society's collection, includes more than 300 animals. Everything from little birds and domestic cats to elephants, camels, lions and tigers is represented.

Unique Holiday Message Begins Greeting Cards

It was the "Golden Age of Christmas." The personal exchange of good wishes, visiting homes to toast a friend's good health, carol-singing, bringing in the Yule log and great family dinners were all in vogue.

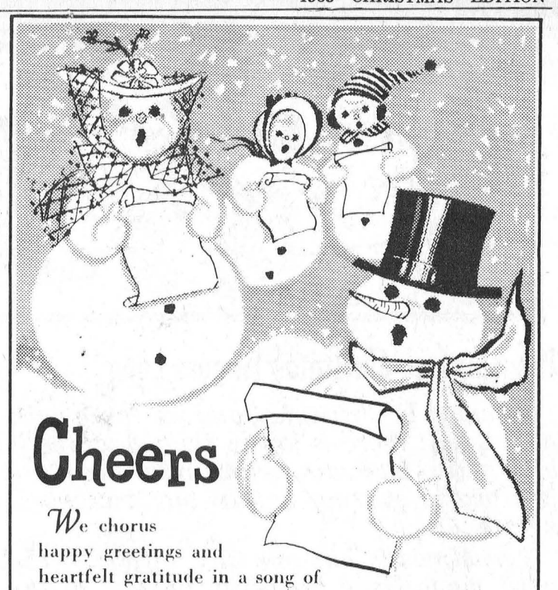
A new book was published that year. It told of Christmas goose and plum pudding, of happy family parties. It presented, and made immortal, Ebenezer Scrooge, Bob Cratchit and Tiny Tim. The book was Charles Dickens' "A Christmas Carol," and the year was 1843.

Appropriately, during this "Golden Age of Christmas," the now universally-popular custom of sending Christmas greeting cards began.

The very first card, authorities now agree, is the celebrated Cole-Horsley, designed and printed in London in 1843. Only a dozen of the original 1,000 copies are known to exist, and two of these, including the only unsigned and unposted specimen, are part of the Hallmark Historical Collection.

When not on display in museums and similar institutions, the collection is filed in a specially constructed vault at Hallmark Cards in Kansas City, Mo.

Sir Henry Cole, a wealthy London gentleman, and founder of the Victoria and Albert Museum, asked his friend, John C. Horsley, noted artist and member of the Royal Academy, to design the now-famous card as an unusual means of expressing his kind wishes to friends at the holiday season.



Cheers

We chorus happy greetings and heartfelt gratitude in a song of Christmas cheer to good friends and customers.

G. E. Elliott



MERRY CHRISTMAS

To one and all, we extend our greetings for a holiday filled with joy and merriment.

Lyell Strader

SHELL PRODUCTS - WILLIAMSBURG

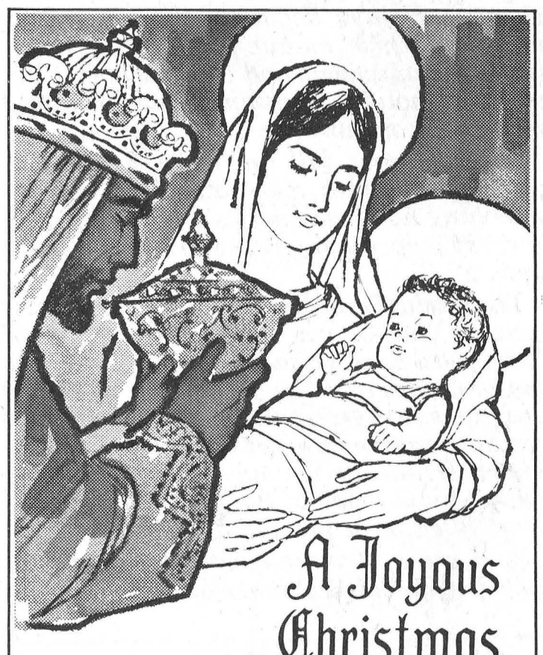


MERRY CHRISTMAS

It's hustle and bustle 'til all is done . . . when it's finished we enjoy the fun. Happy Holidays!

Lorne Armstrong

SOUTH MOUNTAIN

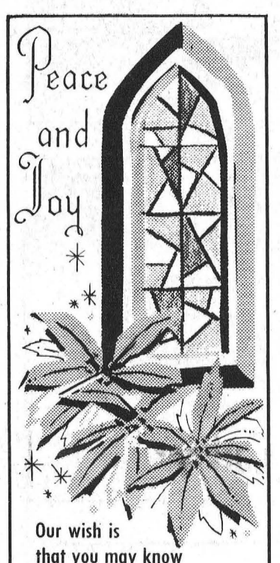


A Joyous Christmas

Our wish—that the meaning of Christmas be deeper, its friendships stronger and all hearts filled with its peace and good will.

D. Hugh Thompson and Son

WILLIAMSBURG



Peace and Joy

Our wish is that you may know all the joys of Christmas.

Holm - El Beauty Salon



To all of our friends . . . may the peace and joy of this beautiful season always be yours.

GREETINGS for Christmas

H. R. Stephenson

BRINSTON

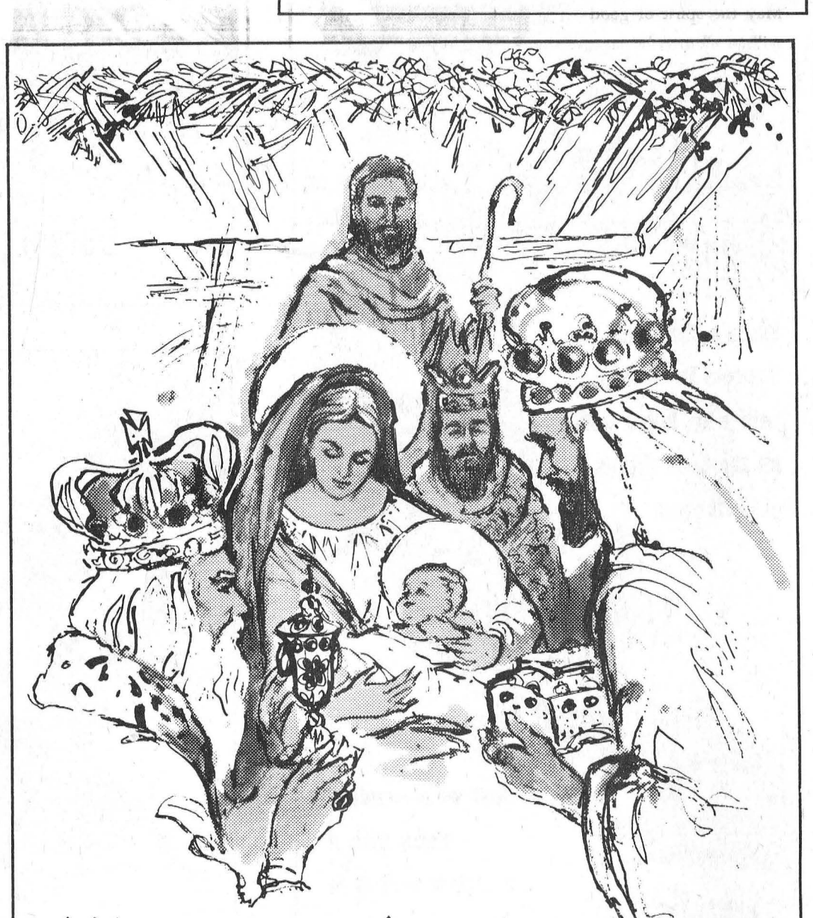


MERRY Christmas

In this merry season, we are pleased to greet and thank all our loyal customers.

Patz Limited

LORNE ACRES - MANAGER



Merry Christmas

The Joyous Christmas Season is here, filling our hearts with its spirit of happiness and good cheer. May you enjoy an abundance of pleasures among family and friends. And please add our sincere greeting for a very, Merry Christmas.

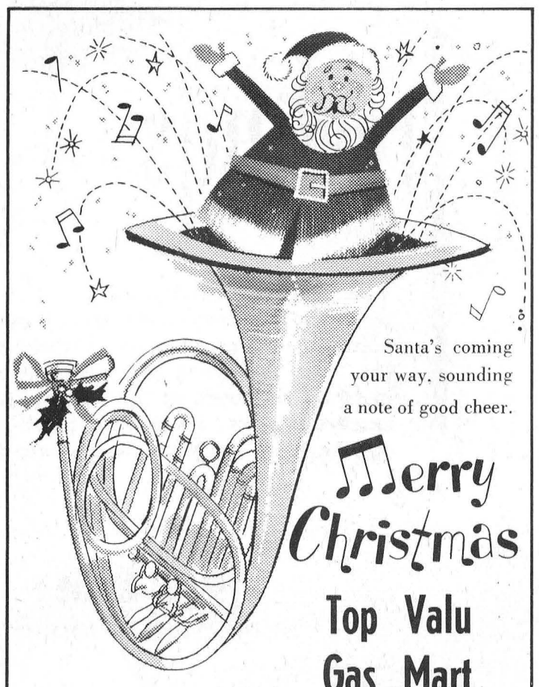
Alex W. Davidson



BEST WISHES for CHRISTMAS

We sincerely hope this Christmas overflows with all the good things, making it very special for our good friends.

Jean and Dalt Kenney



Santa's coming your way, sounding a note of good cheer.

Merry Christmas

Top Valu Gas Mart



MERRY CHRISTMAS

'Tis the season for joy, thoughtfulness and thank yous. So we're taking time to say just that, and wish you a very Happy Holiday.

Mrs. Florence Helmer

Holiday Celebrations Reflect Customs from Far and Near



HUNG WITH CARE . . . . The custom of hanging stockings for Santa at Christmas began centuries ago in Amsterdam, when youngsters realized that a stocking would stretch and thus hold more than a wooden shoe, the traditional receptacle for holiday gifts until that time.

Celebrating the happy holiday of Christmas is an almost universal custom, and many of the traditions belonging to the day are universal, too. Gift giving, merrymaking, gaily decorated trees and brightly glowing lights are holiday habits that have found their way to almost every corner of the globe.

Along with the similarities in the way people observe Christmas go just as many differences. From country to country, from city to city, from family to family, holiday customs vary, sometimes just enough to show the touch of individual imagination, and sometimes so greatly that it seems hard to believe the same day is being commemorated.

Gift Giving . . .

It's traditional to receive gifts during the Yuletide season, but the time is not always December 25, and the gift-giver is not always Santa.

One of the earliest Christmas giving times takes place in the Netherlands, according to the Book of Knowledge. Here, the children receive their gifts from St. Nicholas on December 5. The date, appropriately enough, is called St. Nicholas Eve, in honor of the real St. Nicholas, a fourth century bishop.

Christmas gift giving in Italy comes on January 5, which is known as Epiphany Eve. The traditional gift giver is Befana. Legend says that Befana misdirected the wise men, and now she seeks to atone by going about the world doing good to children.

In Scandinavian countries, gifts are given on St. Lucy's Day, December 13.

The time for gift giving in Puerto Rico and Spain is January 6, the day when, traditionally, the wise men came to Bethlehem.

In Germany

From Christmas trees to Christmas toys, many Christmas customs now universally observed came first from Germany.

In the medieval town of Nuremberg, the highlight of the Christmas season is the "Christkindlmarkt," or literally, Christ Child's Fair.

The "Christ Kind," or Christ Child, is the gift giver, and the culmination of the fair, on Christmas Eve, is a visit by the Christ Kind to the balcony of the historic church, the Frauenkirche. Days of group caroling by the children precede this event.

Fun and Feasting . . .

A merry, hearty feast is traditional at Christmas, but the ingredients are not always the same. Norwegians might serve, instead of turkey and trimmings, codfish and pickled pork, while baked carp is a favored Christmas delicacy in Austria.

Christmas dining customs change with time, too History describes a "traditional" Christmas feast of seventeenth century Quebec, a feast that would be considered somewhat unusual today.

Before each diner at the feast was placed a bowl of birchbark or polished basswood and a spoon of bark. The diners supplied their own knives, and there were no forks.

Into the bowl went first the appetizers — cornbread and a boiled mixture of eels, salmon and beans. The soup course was a rich meat broth, thickened with nuts. Vegetables included corn, peas and baked squash.

The main course featured roast venison and squirrel pies, with baked wild pigeons, partridges, blackbirds, owls — all served together.

Dessert consisted of cakes of maple sugar or sunflower seeds and nuts, topped with a sauce of boiled dried berries.

Lighting Up . . .

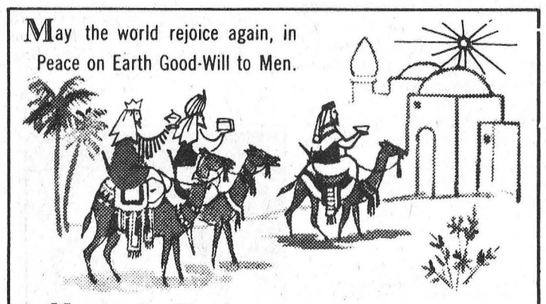
Since the Star shone on Bethlehem, lights have been a part of Christmas celebrations. Today, candlelight services are traditionally held by many churches at Christmas.

Something unique in the way of Christmas lights are the "luminarias" used to decorate the city of Albuquerque, N.M., at Christmastime.

Outlining the borders of streets, sidewalks, yards and even the roofs of homes, the luminarias shine everywhere. Made of paper bags, weighted down with sand and lighted from within by a candle, thousands of luminarias all over the city offer a soft light.



Cecil MacNabb
MOREWOOD



Keyes' Rod and Gun Shop



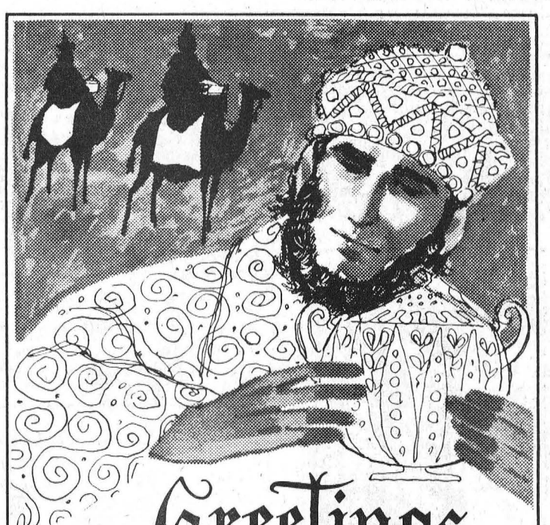
Winchester Shoe Store



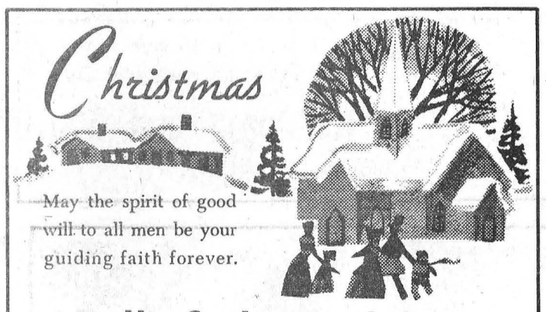
Smith Photo Service
MORRISBURG



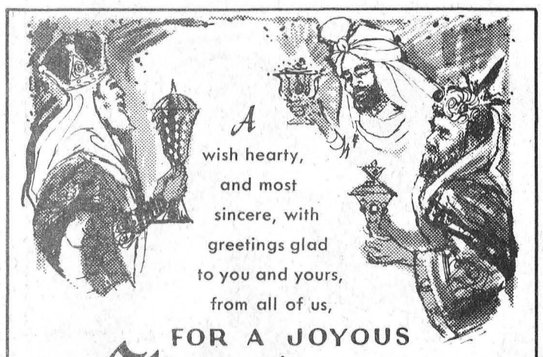
Cougler's General Store
WINCHESTER SPRINGS



Ewart S. Carkner



H. S. Lannin Ltd.

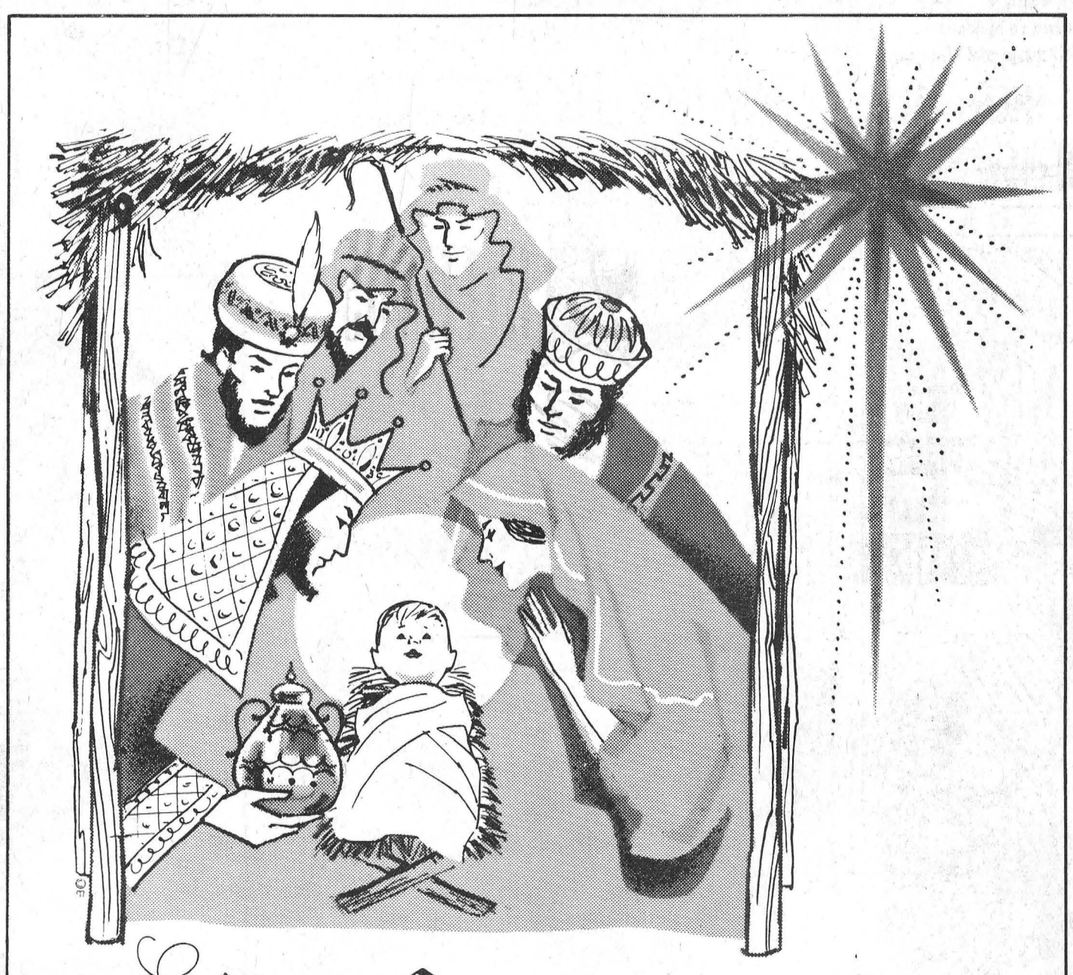


Erwin Duncan
VERNON



All the world is happy . . . it's Christmas Day, the bells are ringing those special Christmas wishes of joy and happiness to all. We are taking this perfect opportunity to express deep appreciation to you, our valued friends and customers.

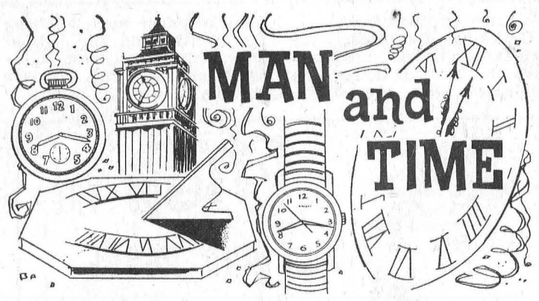
A. T. Allison and Sons
INKERMAN


May Christmas bring to you and yours the gifts of peace, joy and lasting contentment. With this wish, we greet our friends and neighbors and extend our heartfelt thanks for your many kindnesses. We are privileged to serve you.

Johnston Motor Sales
KEMPTVILLE



Beltone Hearing Centre



Man has marked time in some way since the earliest stages of life upon earth. Generally, we trace the present method to the year 738 B.C. when legend tells us that Romulus introduced the Roman calendar. But, even earlier, the ancients had what they called a calendarium, in which the days were marked off in stone inscriptions.

The months of the year have been named for gods, goddesses and emperors. March, for example, was named for Mars, the god of war. May comes from Maia, goddess of marriage, yet, modern brides have made June the month for marriage, and this month was named in honor of the goddess Juno.

Quintilis was the fifth month, as the Roman calendar began with March. To honor Julius Caesar, quintilis was later changed to July. The Roman calendar had ten months. Others were April, from Aperire, to open, denoting the time the earth opened up with new fruit; Sextilis, which was changed to August; and our own September, October, November and December.

About 713 B. C., Numa Pompilius added two more months, January, in honor of the god Janus and February, from Februalia, the time for sacrificing to the gods. This gave the calendar 12 lunar months, or 354 days, but the calendar was at variance with the equinoxes. By the time of Julius Caesar, the calendar was two months behind the sun. Caesar's experts devised the Julian calendar by borrowing the Egyptian fixed solar calendar of 365 days. An additional day was intercalated every fourth year to complete the 365¼ days.

The Gregorian calendar can be traced to 1582, when Pope Gregory XII "rectified" the difference by dropping ten days to have the equinox fall on the approximate date it fell on in 325 A.D., at the Council of Nicea. The revision did not involve any change in the weekly cycle, as Thursday, October 4 of the Julian calendar was followed by Friday, October 15 of the Gregorian.

The Gregorian calendar was first put into use in Roman Catholic countries, later by Protestant and subsequently Greek Catholic countries, eventually universally adopted.

The Gregorian calendar is not perfect, yet experts estimate it will be accurate, at least, until 2500 A.D. Maybe by then someone will develop a perfect method of keeping time and in keeping in tune with the solar year, which actually consists of 365 days, 5 hours, 48 minutes and 46 seconds.

Traditional Dates

Many people who recognize the Gregorian calendar still solemnize traditional feasts, including New Year, in accordance with ancient calendars. The Jews observe a 10-day New Year season at the time of the autumn equinox. The observances begin on Rosh Hashana and end on Yom Kippur; Rosh Hashana commemorates the Day of Creation and is also the annual day of Judgment, with that day of judgment being irrevocably sealed on Yon Kippur (the Day of Atonement); therefore the spirit of penance dominates the solemnities.

Penance is also a feature of the Hindu observances, solemnized in accordance with the ancient lunar calendar during the spring equinox.

1966 A.D.

We now recognize the year 1966 A.D. Use of the notation A.D. ("in the year of our Lord") was inaugurated by Charles III of Germany, who affixed the symbolism to the year of his reign in 879. The system of retroactively dating the years prior to the Saviour's birth and dedicating the succeeding years to His greater Glory was invented by a monk about 532 A.D. This marked the beginning of what is termed the Christian Era.

CELEBRATION

Christopher Columbus is generally considered to have been the first white man to celebrate New Year's day in the western hemisphere. Columbus enjoyed a sumptuous meal with two monarchs on the island of Haiti, January 1, 1493, when his ships pulled in for repairs.

First Observers

First persons to welcome each New Year are the residents of the Chatham Islands, New Zealand.

Franklin Suggested Daylight Saving

The first known proponent of Daylight Saving Time was an American acknowledged by his contemporaries to be "ahead of the times" in which he lived. His name was Benjamin Franklin.

Franklin, a man of many recorded talents, was additionally a thrifty man. He hated to see anything wasted — even time. The story is told that Franklin, while Ambassador to France, awoke one morning to see daylight streaming through his window while all Paris was yet asleep.

In typical fashion, Franklin suggested Parisians "save" daylight hours by turning their clocks ahead one hour. He even went so far as to calculate the number of candles householders would save if they adopted the suggestion.

Nobody took Franklin seriously. Some 200 years later, however, Daylight Saving Time is a sunshine-saving suggestion followed (in many cases unwillingly) by millions of Americans in various parts of the country.

Early Custom

The early Romans were accustomed to hanging tiny masks of Bacchus upon trees and vines, the idea being to impart fertility to every side of the tree to which the masks were turned by the wind.

JUPITER'S YEAR

The New Year comes to Jupiter once every 12 years—the time it takes the huge planet to orbit the sun.

OLD STUFF

The versatility of the modern doll is amazing, yet dolls have been versatile for centuries. As far back as the 18th century, dolls on exhibit at the History Museum in Neuchatel, Switzerland could write, draw and play for visitors. One doll, when wound up, would dip a pen in ink and write "Welcome to Neuchatel." A second doll would sketch pencil portraits of Louis XVI and Marie Antoinette. The musical doll, at a miniature keyboard, played minuets and quadrilles.



On the first Noel the herald angels sang tidings of a New Born King to shepherds watching in their fields. May all the joys of Christmas time be yours.

Hutchinson Fuel and Supplies



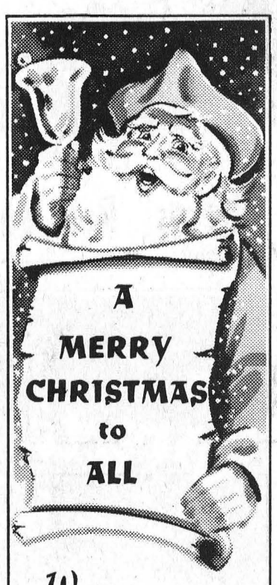
The tree is trimmed, the presents are here . . . now find out if your Christmas wishes have come true! Ours did . . . we have the nicest customers there are! Many thanks.

Summers Insurance Service



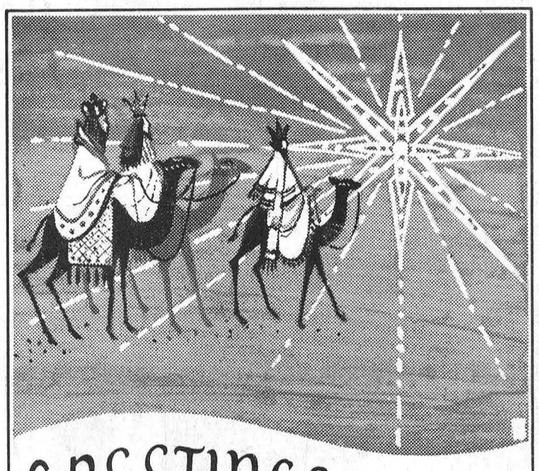
We wish you all at this time of year
A plentiful measure of Yuletide cheer!

Norma's Beauty Salon



We're spreading the news to friends near and far, that we wish them all the very brightest, cheeriest and happiest holiday season ever! Merry Christmas!

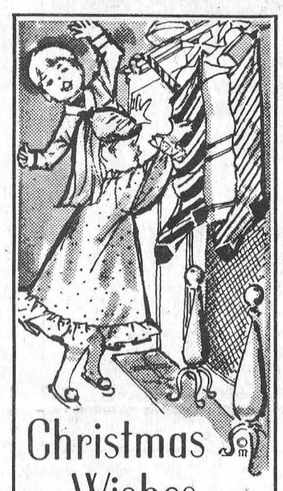
Fabrics Unlimited



GREETINGS

May the bright star that showed the way for the three Wise Men lead you to a Christmas filled with joy and happiness.

Barclay's IGA
WILLIAMSBURG



Christmas Wishes

Our very best wishes for a truly wonderful Christmas.

Winchester IGA



HAPPY HOLIDAYS

We want to say a sincere "thank you" to all our great friends and wish them all the laughter, fun and good cheer of this happy holiday season.

Summers Bakery



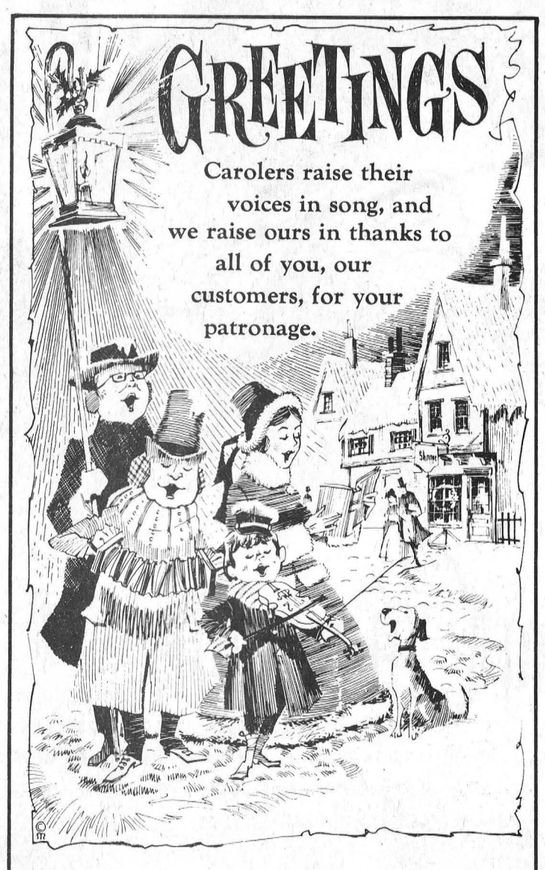
To each and every one of our friends, we send our most cordial wishes for a holiday season abounding in blessings, with genuine appreciation for our pleasant relations throughout the past year.

Ron Freeland
BP PRODUCTS



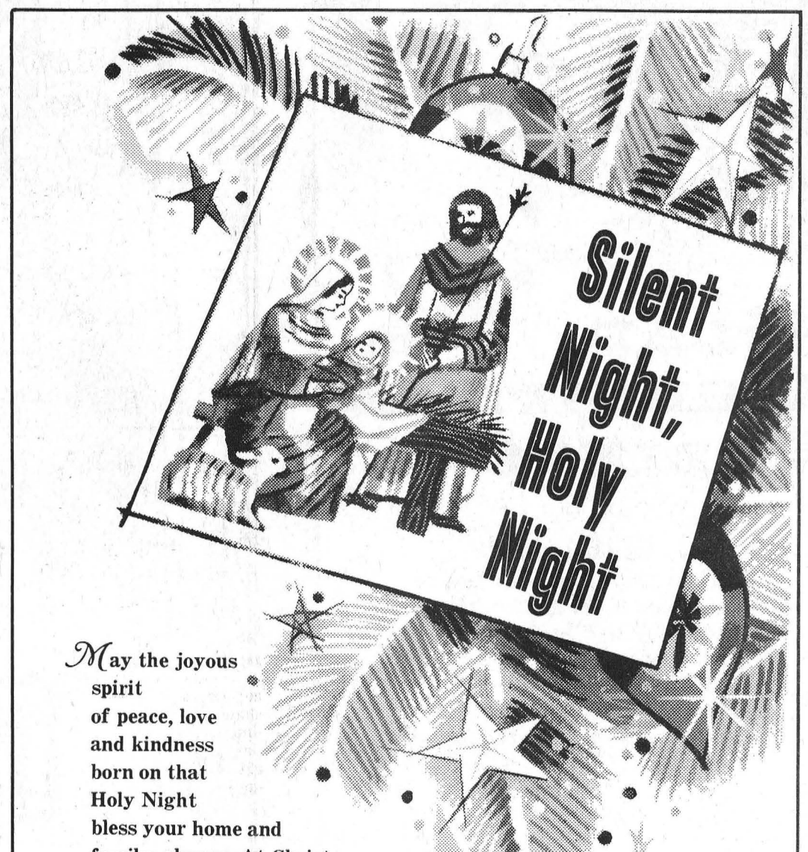
The great news of the Christ Child's birth comes to you once more, bringing with it peace and joy to every heart.

Wincrest Dairy



Carolers raise their voices in song, and we raise ours in thanks to all of you, our customers, for your patronage.

Levere's Fina Station



May the joyous spirit of peace, love and kindness born on that Holy Night bless your home and family, always. At Christmastime, all of us here wish all of you every happiness and the best of good fortune. Our grateful thanks for your friendly patronage.

Steinberg Motor Sales
WILLIAMSBURG