Greeting Cards Chronicle Mann ers, Customs, **Events**

It all began in 1843 when john Calcott Horsley, a prominent London artist, drew the first Christmas card. Horsley's pioneering greeting was a tryptich, a prime example of contemporary recording. The central panel showed a jolly family with young and old tippling toasts from brimming glasses, while the two side panels gave a sobering effect with scenes of the poor being clothed and the hungry fed. From that time on Christmas cards have faithfully chronicled the manners, customs and events of their times. One Christmas card collection, that of Norcross, Inc., greeting card publishers,

houses hundreds of cards that capture for posterity the fads and foibles, changes and evolution in sports, fashions, modes of transportation, current events, filial love, amusements, even children's pastimes and music making.

According to Miss Esther Mooney, who is a curator of the collection, many of the cards are gems of social comment.

"In an English card of 1892," said Miss Mooney, "the formality existing between children and parents in that Victorian era is quite clearly expressed by the artist. He depicts a little girl on bended knee at her mother's feet sol-

emnly offering her a Christ-mas bouquet. Just 40 years later, a Christmas card of 1930 shows how relaxed filial rela-tions had become with its breezy greeting that says. 3 cheers 4 a Merry Christmas and you, Dad!".

Christmas card artists have always been quick to pick on innovations as subjects.

The advent of the horseless carriage was duly recognized in a card of 1910. Cut out in the shape of a car of that vintage, it cheerfully puns:

"You 'Auto' be Happy
As you, on Pleasure's
Motor-Car
Steer merrily thro' Christmastide
Speed gaily as fun always
'Auto!' "

APPY

Louis" flying over New York on a 1927 Christmas card.

During World Wars One and Two Christmas cards became unblushingly patriotic. Verses like "On Christmas Night With Holly Berries Gleaming Bright, Our Thoughts fly true O'er Ocean Blue and take a Christmas Wish to you" on a 1917 card brought balm to homesick doughboys.

Personalities who were household words of their times often popped up in Christmas cards. A topical card of 1934 offered five famous faces for the price of one. It showed the Duke of Windsor then the Prince of Wales!, Mussolini, Garbo, Chevaller and Mae And in 1950, the early days of television were noted in a Christmas greeting which shows Santa tuning in TV,

An historic event is frequently the inspiration for a Christmas card. When Lindberg flew the Atlantic, the artist drew his "Spirit of St.

Merry

hristmas

œ

MACKENZIE

& SON LTD.

ACTON

GEORGETOWN

with the sincere hope that it proves to be the

We welcome

the holiday sea

one ever for you and

West all wishing the lucky recipient seasonal greetings in their own particular style. In 1959 Christmas cards entered the space age when Soviet Ambassador Mikhail Menshikov decorated his season's greetings with pictures of three Lunik satellites. And after John Glenn's space flight, American card companies came out with a spate of cards that featured space ships, orbiting Santas and rockets.

In the prosperous 1960's Christmas cards have blossomed forth with a rash of current status symbols. Victorian cards showed the magic lantern or the piano every well-to-do Victorian home possessed.

On Christmas greetings of

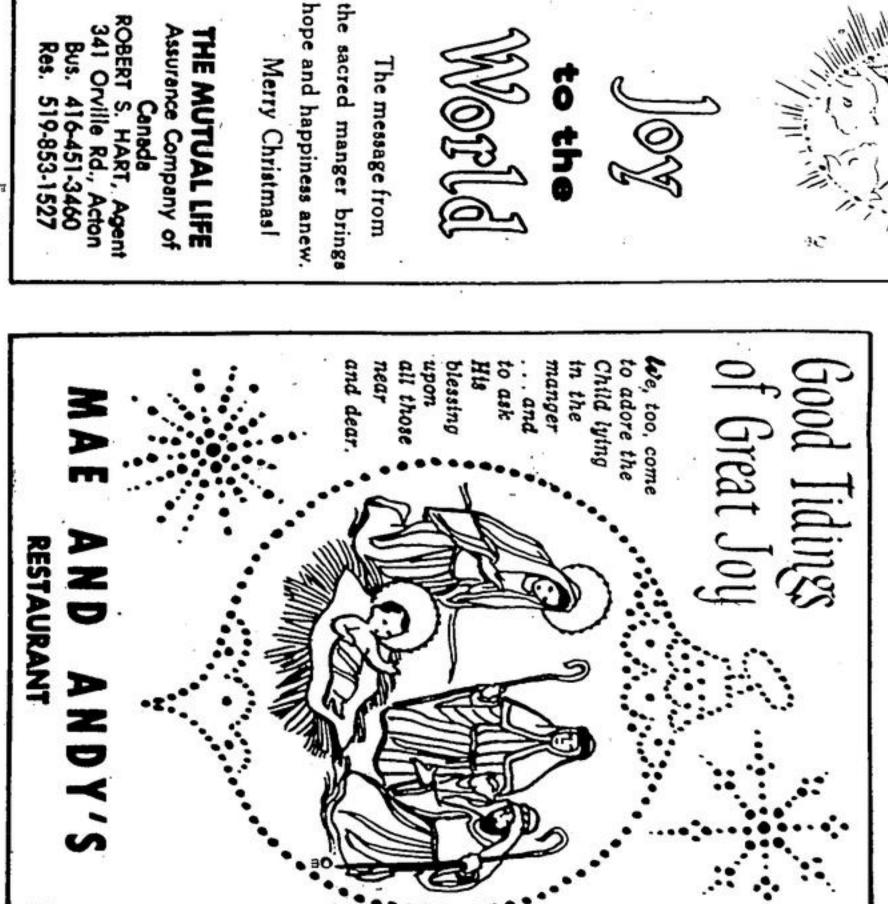
today, it's the transistor radio and the stereo hi-fi, the set of golf clubs or the scooter, elegant ladies in furs and golden Cadillacs that mingle with the holly and mistletoe.

Drive spirits

In earlier times, Polish peasants "drove" spirits away from their crops during the 12 days between Christmas and Epiphany. They burned pine resin all night to rout witches from their homes, and on Christmas Eve, they wrapped cloth around the base of trees to keep spirits out, and fired shots into fields to prevent supernatural beings from harming land.

9 JREETINGS **Cariatimas**



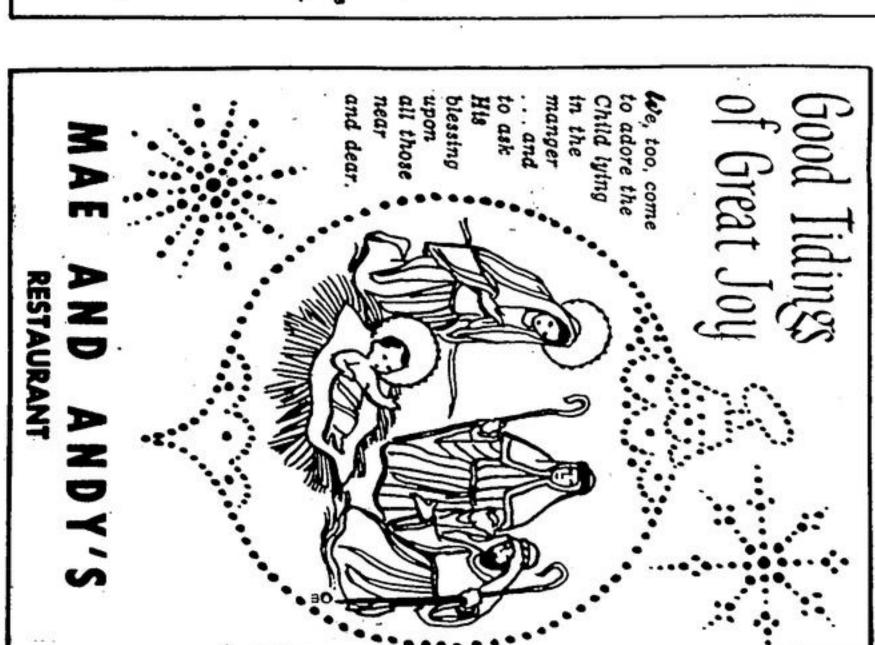


Ja@W

Ron Holloway 853-0328 Barber 웋



Green Horait Francisco



All year long, our many friends wish us well by continued loyal patronage. We take this happy opportunity to express our gratitude and sincere Christmas wishes.

MANAGEMENT AND STAFF

Holiday Season

ROF

Filled with

ğ

Loved Ones.

To You and Your

HOMPSON

MOTORS

and happiness an

Seek the Wise Source 3 followed star

Since St. Matthew first described the star of Bethlehem, its mystery has fascinated mankind. Was it a miracle? Or was it a brighter-than-usual star or other celestial object?

Astronomers, while seeking to identify the star, emphasize that it may have been indeed a miracle that can't be explained in terms of natural phenomena. However, research has provided material for conjecture that the star may have been a natural oc-

A Danish astronomer, Tycho Brahe, discovered a new and brilliant star in the constellation Cassiopeia in 1572.

Since that discovery, The Americana says, it has been suggested that this might be an especially brilliant star visible only at long intervals.

A reported appearance of a bright star in that part of the heavens about the middle of the 13th century, coupled with a vague account of a similar appearance a little more than 300 years earlier, led to the thought that these might possibly be former appearances of the star of 1572.

If, as this might indicate, the

HELPING SANTA

In Northern Europe, where Santa Claus arrives on a white horse, boys and girls put out food for the horse.



NORM'S BARBER SHOP

Since legends identify the wise men as astrologers, this theory accounts for the fact that, as reported in the New Testament, only the wise men saw the star.

star appeared at intervals of 310 to 315 years, three intervals of 300-odd years from the time it was first reported would carry it back to about the time of the birth of Christ.

Johannes Kepler, a German astronomer, made discoveries that led to still another theory about the star of Bethlehem. In 1604, he observed a configuration, or close grouping, of the plants Jupiter, Saturn and Mars, He determined that such a configuration occurred each 805 years, and calculations established that the same groupings might have appeared in 6 B.C. which, some research indicates, may have been the correct year of Christ's birth.

DECKING THE HALLS

Decorating with red and green, traditional at Christmas, traces back to the early use of red berried green holly to "deck the halls".

The poignant Christmas message that's found in the song has made it popular 'round the world. It has been translated into Italian, French, Chinese, German, Spanish, Hungarian, the Scandinavian languages, several Polynesian languages and even Swahill.

most

It was in 1941, the black-clouded war years had already begun when Hollywood released a motion picture entitled: "Holl-

For a quarter of a century people have been sentimentally dreaming their way through a "White Christmas." Dopu ar

song

St. Francis of Assist ited with making pop Christmas Nativity so: is also author of a propired by the Christma

Yule

"Lord, make me ar ment of thy peace. Wh is hatred, let me sow lo

day Inn. The star of the movie was the ever popular Bing Crosby. But perhaps the real star of Holiday Inn was the song written especially for the movie by Irving Berlin: "White Christmas."

Where there is injury, pardon, where there is sadness, joy. O Where there is sadness, joy. O Divine Master, grant that I may not so much seek to be consoled as to console; to be understood, as to understand; to be loved, as to love. For it is in giving that we receive, it is in pardoning that we are pardoned. And it is in dying that we are born in Eternal Life.

, come



ROCKWOOD,

ONT

MEADOW'S

咢

SERVICE

may you and yours have ess of Blessed Christmas.



extend our thanks and best wis OL

ACTON RUTH, KEN HULFORD AND STAFF

318 QUEEN ST. E. S,HIOI SHELL SERVICE 853-0660

BE

The sounds of

Christmas

are happy

sounds ...

the glorious ringing of church

bells .

. the

echo of merry voices 'midst the

softly falling snow

... and our

wishes to you:

a Very Merry Christmas!