

MERRY CHRISTMAS

The Vidette

and THE BELMONT TRI-COUNTY NEWS

10c single copy.

\$3.00 per year
locally
in advance

Patronize Vidette
Advertisers!

They Send A Valuable Message
To You Each Week!

OFFICIAL LEGAL NEWSPAPERS FOR TISHOMINGO COUNTY

SECOND YEAR

SECOND CLASS POSTAGE PAID AT IUKA, MISSISSIPPI 38852

IUKA, TISHOMINGO COUNTY, MISSISSIPPI

DECEMBER 25, 1967

No. 25-A

Holidays Hold Fort In County

Many residents of the area are now enjoying the Christmas holidays at home with families and friends. Others will close shops at the end of business tonight (Saturday) for a short holiday before returning to work Tuesday morning.

This plan applies to most retail merchants, groceries and supermarkets. The only concerns expected to be open Sunday and/or Christmas Day will be a few restaurants, drugstores and service stations.

The Consolidated Aluminum Plant will close today at the end of the regular work schedule for a 2-day holiday Sunday and Christmas Day. Work there will resume on Tuesday morning. The employees at the Holcut Garment Plant, the Iuka Shirt Company and the Blue Bell Plants in Tishomingo and Red Bay will remain closed now through New Year's Day to return to work on the morning of January 2.

The Tishomingo Shoe Company employees will return to work on Wednesday, Dec. 27. The workers will be off on Monday, Jan. 1, in observance of New Year's Day and return to work on Tuesday morning.

Blue Bell Plants at Belmont and Fulton will return to work Tuesday morning, December 27, at the regular time. Their New Year's Day holiday will be observed on Monday, Jan. 1, and they will return to work on Jan. 2.

The Tishomingo County Schools and the Iuka School will be closed through Monday to reopen Tuesday, January 2.

CAROL SINGING

On Sunday night, December 23, the North Crossroads Baptist Church will have a "Christmas Carol Singing". This will begin at 6 p.m. Everyone is invited.

Burnsville Service

There will be a service at the Burnsville Tabernacle, Christmas Eve night, December 24, beginning at 6 o'clock.

Spirit of Christmas Spreads Good Will and Good Cheer

CHRISTMAS GREETINGS

Eighty-four businesses and public officials send you Christmas Greetings today in this issue of The Vidette and The Belmont Tri-County News.

These leading people take this method of sending season's greetings to the people of Tishomingo County and the surrounding area. You are asked to consider each greeting as a personal message from each of them to each of you!

This issue of your paper is distributed on Saturday, December 23, in order to bring these many, many good wishes to you nearer Christmas Day.

The Vidette and The Belmont Tri-County News will be published as usual next Thursday, December 28, and will be on schedule on Thursdays thereafter.—Editor

In churches and homes, in city streets and stores, across the countryside—the spirit of Christmas spreads its joy and its contentment. Soon now, the last-minute hustle and bustle will give way to the highest moments of holiday celebration. It's a time for fun and feasting, a time for light-hearted laughter and heartfelt prayer, a time when friendships are renewed and family ties are strengthened.

Throughout this community, and indeed throughout all the communities where Christmas is celebrated, the spirit of the season finds expression in innumerable ways—among them, the gladness of gift-giving, the merriment of parties, the happiness of hearth and home and, above all, the solemn hush of midnight, traditionally the symbolic time for heralding the Birth of Christ.

From the holly wreath on the door to the packages under the tree, from the gaily decorated windows of stores to the manger scenes in the churches, the customs of Christmas contribute to the meaning of the Day—just as early Christian leaders meant that holiday customs should.

When Christmas first began to be observed on December 25th, churchmen welcomed the idea of incorporating ceremonies and traditions from earlier beliefs into the celebration. They thought that people would feel closer to the new religion if former ways and rituals were not abolished, but instead united with the new rites to honor the birth of Christ.

BELMONT VFW SANTA CLAUS PARTY

The Belmont VFW is planning a Santa Claus party for all youngsters Saturday Dec. 23rd, from 10:15 a.m. until everyone gets tired and wants to go home.

Officials of the Veterans club state that free gifts will be presented to all youngsters.

Power Office Discount Date December 26

The Tishomingo County Electric Power Assoc. announces that the discount date this month for electric power users will be Tuesday, December 26. The change is made due to the Christmas holidays being on the usual discount date.

According to authorities, patrons who pay their bills on or before Tuesday, December 26, will not pay a penalty. However, any electric bill unpaid after December 26 will be charged a 10 per cent penalty.

The TCEPA offices will be closed Saturday through Monday.

MYF Program

The MYF of Old Bethel will present a special program on Sunday Evening, December 24, at 6:00 P.M. Everyone is invited to attend.

Nativity Sunday Night

Mrs. Ed Thomas, director of the Christmas Nativity at the Iuka Methodist Church, states that the time of the special vesper service will be Sunday afternoon at 5:30.

The program will depict the story of the Birth of Christ in Bethlehem including a cast of young people of the church. Mrs. Gene Wadley, Jr., will accompany the choir at the organ.

Mrs. Thad Ferrell will conduct the children's choir. Also featured in the program will be numbers by the Brass Choir under the direction of Band Director Chester Cox, as well as numbers by the adult choir and youth choir of the church.

The Rev. Thad Ferrell, pastor of the Iuka Methodist Church, invites the public to attend.



GREETINGS

We're speeding
you Christmas

Greetings and hope that they find you gathered together with your loved ones enjoying the peace and happiness of this most beautiful of seasons.

THE VIDETTE • THE BELMONT TRI-COUNTY NEWS • WVOM RADIO

E. C. HOLTSFORD
CHRISTINE HOLTSFORD
JUDY HOLTSFORD
DOROTHY BACON

BILL MATHIS
ANNE SHOOK
MARY ANN LOMENICK
KEN MATHIS

RICHARD WORSHAM

DAVE FLOYD
HARRY FARRELL
DAN M. HOLTSFORD
KIM YORK

GREETINGS TO ALL

Joy and Reverence Mark Holy Season

Candlelight and music, pageants and prayers fill churches everywhere as Christians celebrate, at special services, the birth of Christ. The joy and wonder of Christmas, with its message of new life, hope and promise of "Peace on Earth, Good Will toward Men," finds expression many ways.

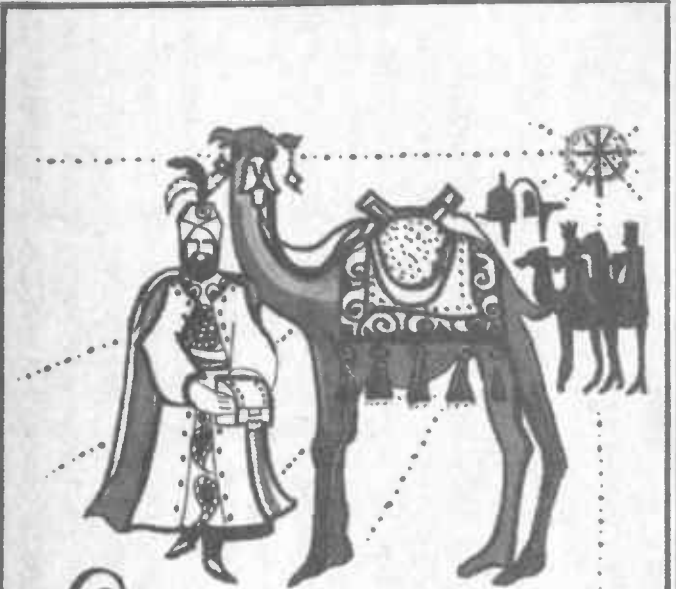
In choirs singing the praises of the Babe of Bethlehem, in scenes symbolizing the birth of a Child in a manger, in the gleam of candles reflecting the light of a Star, in the sound of voices raised in carols gathered from around the world and showing the true brotherhood of man, Christmas in all its beauty and glory goes out

to hearts young and old.

"Christes Masse"

To Western Christian believers, December 25 carries all the deep religious meaning appropriate to the anniversary of the birth of Christ. As the date for the celebration of "Christes Masse," the Mass of Christ, it was selected some centuries after the Nativity — selected from a number of possible dates, among them January 6, March 21, March 29, April 9, May 20, September 29 and November 17.

In some Eastern Orthodox churches, Holy Night comes on January 6, Christmas Day on January 7. The Armenian church celebrates Christmas



Greetings

Our warm wishes for a festive holiday season for you and your family and our deep appreciation for your kind consideration and friendship throughout the year.

Belmont Florist

Sidney, Betty, Kathy & Randy James
Belmont, Mississippi



Of Wreaths

Using wreaths as decorations at Christmas may be traced to the customs of Advent season, the four Sundays before Christmas — a time of preparation for the coming of the Christ Child. Traditionally, the Advent wreath is made of evergreen branches interlaced with red ribbons. It holds four candles. One candle is lit at dusk on the first Sunday of Advent, two the next Sunday, three the next and four on the last Sunday before Christmas. The wreath may be placed on a door, set on a table or hung from the ceiling.

on January 19.

Generally, researchers are agreed that the correct date and year of Christ's birth are lost in the past, although some tentative conclusions can be drawn. Since it is the meaning of the day that counts, the date that has for centuries symbolized the coming of the Saviour will undoubtedly continue its holy significance in Christendom.

To those who like to ponder on the world as it was when the Infant Jesus was born, and on the growth of Christianity, some delving into the researches about Christmas can be a rewarding experience. Any tendency to take Christmas for granted disappears in the fascinating study of the early Christian church and its growth in the face of resistance.

A comparison of Biblical references with archaeological and historical researches discloses that Christ was probably born before 4 B.C. — in other words, the present year is not 1967 of the Christian era but at least 1966.

Evidence to support this relates to the reign and death of Herod. An eclipse of the moon in 4 B.C., which coincided with a Jewish religious festival, has helped historians to fix the death of Herod at about this time — and when he died, according to the New Testament, the young Jesus, Joseph and Mary were living in Egypt.

Date for Taxes

That the birth of Christ may have occurred as early as 7 B.C. is deduced from archaeological discoveries indicating that one of three major tax

collections in the reign of Augustus Caesar may have taken place then.

Selection of December 25 as the birth date of Christ may have been an effort on the part of early Christian leaders to counteract the pagan appeal of the Roman Saturnalia, a festival held at the turning of the year.

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.

In Liberia

Liberians use an oil palm in place of the traditional fir as a Christmas tree. The palm is decorated with red balls, other palm leaves and ferns.

For Christmas Enjoyment

President Sought 'Good Old D

At Christmas time, nostalgia for "the good old days" is as prevalent as turkey and trimmings, decorations and gifts.

Everybody had more fun — or so the feeling goes — during those good old-fashioned Christmases when life was simpler and, according to tradition, the snow drifts were always piled high, the foods for feasting were always home-grown and home-cooked, the gifts and decoration always lovingly hand-made and the tree itself always chopped down by the head of the house on a personal foray to some hillside or lot.

Christmas nostalgia has even been known to affect heads of state — to be specific, a President of the United States. It was everyone's duty, the President felt, to make Christmas merry. He and his family, he declared, were going to have an "old-fashioned" Christmas tree.

It Happened in 1891

A search through recent newspapers, or even through recent history, would provide no details, however, about this resolve. For the President was Benjamin Harrison, who, on December 22 in 1891, announced to reporters his plan for a "good old-fashioned Christmas."

Most people today whose thoughts turn to Christmases of yore would certainly settle for a date much later than 1891 as the time when the "good old-fashioned Christmas" had ceased to exist.

But if the spirit of an old-fashioned Christmas didn't vanish as early as President Harrison feared it had, when did it go? Or has it really disappeared forever?

Most of all, an "old-fashioned" Christmas is made up of traditions. Even in northern climates, only hope, luck and the weatherman can say, each year, whether the traditional snow drifts will be forthcoming. Other traditions, however, may not necessarily belong only to the past.



Curtis Bros. Drugs

Juka, Mississippi

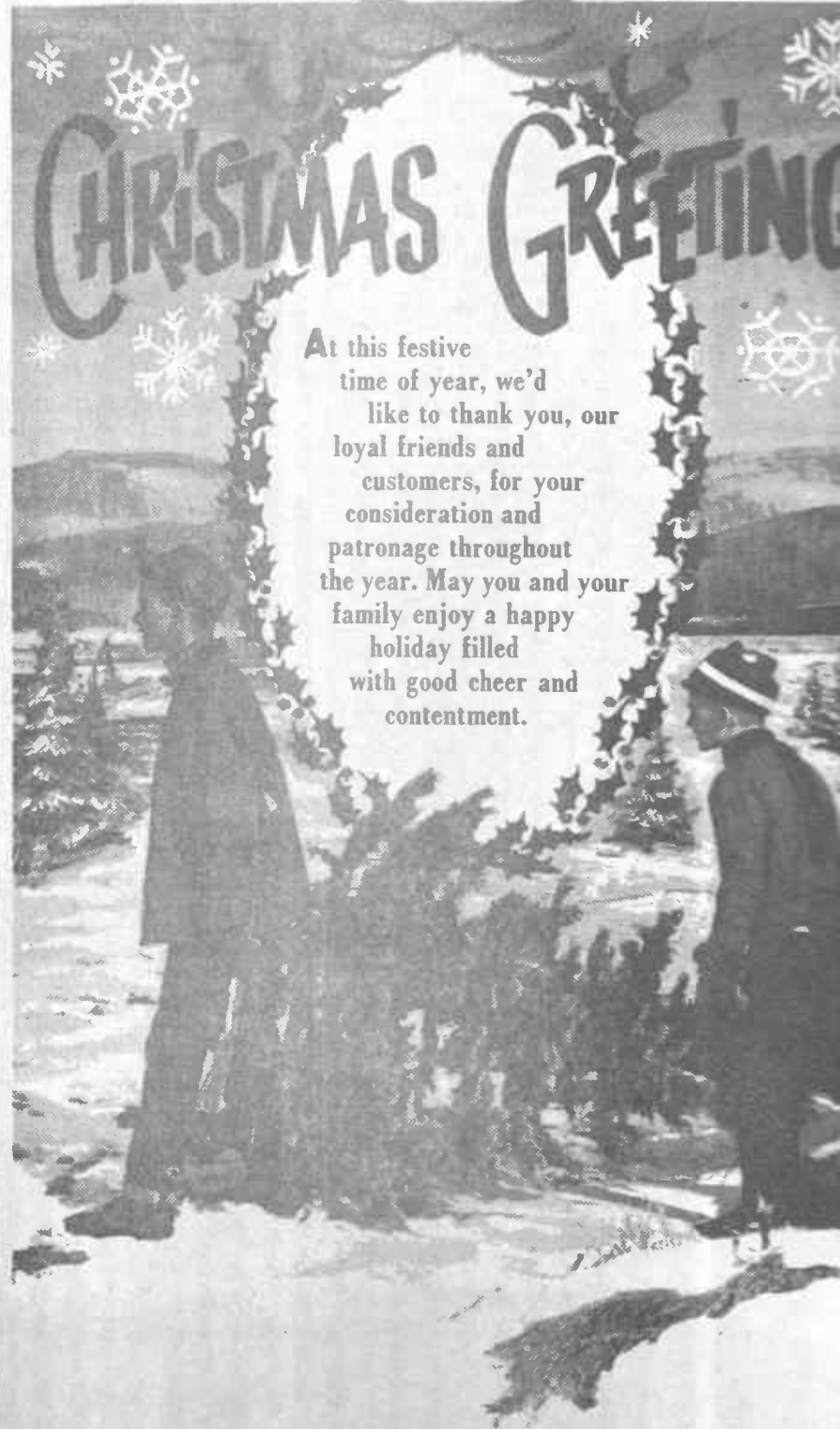


Greetings

To you — the merriment that comes with trimming the tree, waiting for Santa, opening his gifts. To you — a holiday season bright with good cheer and warm with good fellowship. And to you, our sincere and hearty thanks for your patronage.

Tri-States Savings & Loan

Juka, Mississippi



Denson Radio & TV Service

FURNITURE and APPLIANCES

Belmont and Tishomingo

Phone 454-3433

Phone 438-2672

Candles Cast Festive Glow Traditional Yule Scene

have cast a glow
festivities for
very earliest of
the Christ
streets of
search of shelter
Eve. Lighted
in windows
comes a sim-
the Virgin Mary
pass over
each Christ-
are put in
German homes
and guide to
a traditionally
Christmas tra-
have sprung up
of candles had
pagan rites.
Yule, nearly cor-
today's date for

Christmas, was accompanied by the burning of a giant log during the twelve days in which it was thought that the sun stood still. From this stems Yule log tradition.

In medieval Europe the custom arose of also lighting a giant Christmas candle that would burn brightly till Twelfth Night.

During their Saturnalia Romans fastened candles to trees to dispel the darkness, thus indicating the sun's return.

There is an old story that Martin Luther brought a fir tree into the nursery one Christmas Eve for his wife and children. To show them the glory of the night when Christ was born, he decorated the tree with lighted candles, representing stars.

Today, electric lights have

taken the place of candles on Christmas trees, but candles still burn brightly in churches and homes throughout the world.

One of the most impressive holiday uses of candles is in the candlelight carol and communion services held in many churches at Christmas time.

Appropriately enough, one of the loveliest of candlelight ceremonies takes place each year in the Central Moravian church at Bethlehem, Pa. Complete with traditional organ and orchestral music, the program includes reading of the Christmas story, prayers and carols.



Trimming Trees

Trimmed Christmas trees first appeared in the United States probably during the American Revolution. Hessian soldiers with the British forces started the practice to relieve their nostalgia for their homeland.

Honoring Christmas, In Poetry and Prose

"I will honor Christmas in my heart, and try to keep it all year."

So wrote Charles Dickens, for whom Christmas was a favorite topic — so much so that most people, asked to name someone who wrote about Christmas, would immediately answer, "Dickens."

Not only Dickens, but almost every writer, from the little-known to the famous, has been inspired at some time in his career to "honor Christmas" in prose or poetry. For instance —

At Christmas I no more desire a rose

Than wish a snow in May's new-fangled mirth.

But like of each thing that in season grows.

William Shakespeare

...

At Christmas play and make good cheer,

For Christmas comes but once a year.

Thomas Tusser

For somehow, not only at Christmas, but all the long year through,

The joy that you give to others is the joy that comes back to you.

John Greenleaf Whittier

England was merry England, when

Old Christmas brought his sports again.

Sir Walter Scott

I heard the bells on Christmas Day

Their old familiar carols play,

And soft and sweet the words repeat,

"God is not dead, nor doth he sleep."

Henry Wadsworth Longfellow

So shall we learn to understand

The simple faith of shepherds then,

And clasping kindly hand in hand,

Sing, "Peace on earth, good will to men!"

James Russell Lowell

"Happy Christmas to all, and to all a good-night."

Clement Clarke Moore

Giving Gifts

Since the Wise Men gave of their treasures to the Christ Child, giving has been part of the tradition of Christmas.

The idea of gifts as homage dates from even earlier times, when kings demanded special tribute from their subjects during holiday seasons. Thus the Wise Men, in offering precious gifts of gold, frankincense and myrrh, expressed their reverence for the newborn King of mankind.

Giving to celebrate a happy time was a familiar part of many pagan festivals.

The Romans honored Saturn, their god of agriculture, with a winter festival called the Saturnalia. During this joyous feast, they exchanged gifts — wax candles, clay dolls and various trinkets.

When these pagan customs of exchanging gifts were transferred to the celebration of the birth of Christ, church leaders added a new idea; selfless giving. Through the ages, giving to help the less fortunate has been a special tradition of Christmas.

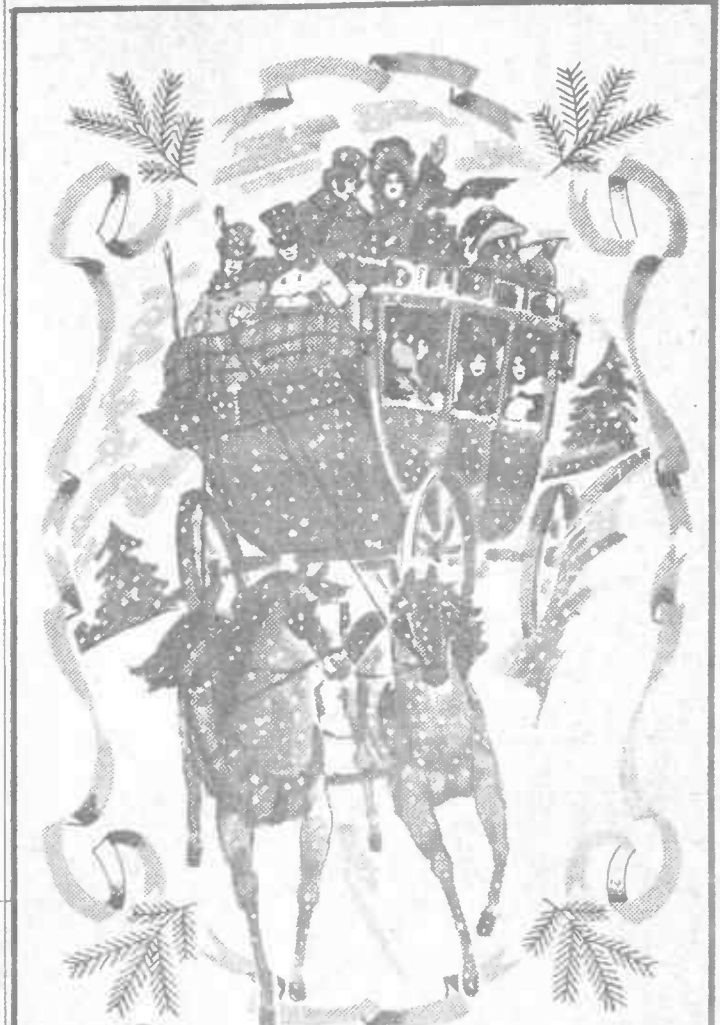


FATHER CHRISTMAS, a rather stern resident of the North Pole, appears on this turn-of-the-century greeting card.

"Christmas Tree Lane"

Important part of the holiday season in California is the famous ceremony of "Christmas Tree Lane" at Altadena.

Huge deodar cedars border a public thoroughfare in this city, and at Christmas it is transformed into "Christmas Tree Lane." The trees are lit with thousands of bulbs.



Greetings

Merry holiday wishes and thanks to our many friends and customers who let us be of service throughout the year.

DAISY QUEEN

MR. & MRS. CLYDE PLAXICO
Iuka, Mississippi

Jo-Mar Interiors

Roy Albright, Jr.

Corinth, Miss.



As the holiday season unfolds with all its merriment and magic, we send greetings in the good old-fashioned spirit of "dashing through the snow in a one-horse open sleigh," and wish you many memorable delights. To all our friends and customers, our hearty thanks for a year of good will.

COUNCE CHEVROLET

Iuka, Miss.



O, HOLY NIGHT...

As the Star shone on that hallowed night, long ago, when our Saviour was born, so may it shine this Christmas, blessing you and yours with the light of peace, happiness and contentment. May the spirit of Christmas dwell in your heart, forever.

Deaton Funeral Home

Belmont, Mississippi

THE VIDETTE and THE BELMONT TRI-COUNTY NEWS

E. C. HOLTSFORD, Editor and Publisher
CHRISTINE HOLTSFORD, Associate

STAFF

JUDY HOLTSFORD	News-Photography
DOROTHY BACON	Composition-Layout
BILL MATHIS	Mechanical Superintendent
MARY ANN LOMENICK	Office Clerk-Typist
MRS. ANN SHOOK	Belmont Correspondent

Published Every Thursday at 120 West Front Street,
Iuka, Mississippi 38852

FAMILY POT LUCK BY HELEN HALE

One-half whole cranberry
sauce folded into one-half cup
marshmallow cream makes a
delicious topping for ice cream.
A good wintertime warmer—
upper that's quick and easy is

chocolate milk heated to serving
temperature. A dollop of
whipped cream and a cinnamon
stick add an extra holiday touch.
If you are doing a lot of
cooking in preparation for the
holiday, prepare some snacks
to take care of the family in the
meantime. Remember to include
fruits, vegetables and milk-made
snack ideas to assure a bal-



MERRY CHRISTMAS

May your Christmas be filled with the
warmth of good cheer, good fellowship!

Mr. and Mrs. Floyd Shook
Belmont, Mississippi

Greeting Cards Chronicle Manners, Customs, Ever

It all began in 1843 when
John Calcott Horsley, a prom-
inent London artist, drew the
first Christmas card. Horsley's
pioneering greeting was a
tryptic, a prime example of
contemporary recording. The
central panel showed a jolly
family with young and old tip-
pling 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 Christ-
mas cards have faithfully
chronicled the manners, cus-
toms and events of their times.

One Christmas card collec-
tion, that of Norcross, Inc.,
greeting card publishers,
houses hundreds of cards that
capture for posterity the fads
and foibles, changes and evo-
lution in sports, fashions,
modes of transportation, cur-
rent events, filial love, amuse-
ments, even children's pas-
times and music making.

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

anced diet.

Here's a tasty salad. Mix to-
gether 1 1/2 cups of cottage
cheese, 1 teaspoon finely
chopped sweet gherkins, a pinch
of garlic salt and a dash of
pepper. Place mixture on crisp
lettuce leaves and dust with
paprika. Arrange whole drained
Norway sardines around the
cheese mounds. Yields four
generous servings.

**Helen's Favorite
Baked French Toast**
4 eggs
1 cup milk
1/2 teaspoon salt
6 slices day-old bread
1/4 cup melted butter
Beat eggs slightly, stir in
milk and salt. Pour into flat,
shallow dish. Dip each slice
of bread in mixture, turning
to allow both sides to take
up liquid. Place on well-but-
tered cookie sheet and pour
melted butter over tops of
slices. Bake in hot oven,
500 degrees, for 8 minutes.
Turn slices and bake 5 more
minutes until golden brown.
Serve hot with butter and
honey or syrup.

ment.
"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 de-
picts 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 vin-
tage, it cheerfully puns:

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

And in 1950, the early days
of television were noted in a
Christmas greeting which
shows Santa tuning in TV.

An historic event is fre-
quently the inspiration for a
Christmas card. When Lind-
berg flew the Atlantic, the ar-
tist drew his "Spirit of St.

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, Chevalier and Mae
West all wishing the lucky re-
cipient seasonal greetings in
their own particular style.

In 1959 Christmas cards en-
tered the space age when So-
viet Ambassador Mikhail Men-
shikov decorated his season's
greetings with pictures of
three Lunik satellites. And af-
ter John Glenn's space flight,
American card companies
came out with a spate of cards
that featured space ships, or-

biting Santas and rockets.

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

possessed.

On Christmas
today, it's the train
and the stereo
of golf clubs or
elegant ladies in
golden Cadillacs
with the holly and



CHRISTMAS GREETINGS

A joyous, old fashioned Noel
to you! You're delightful to
deal with the whole year long.

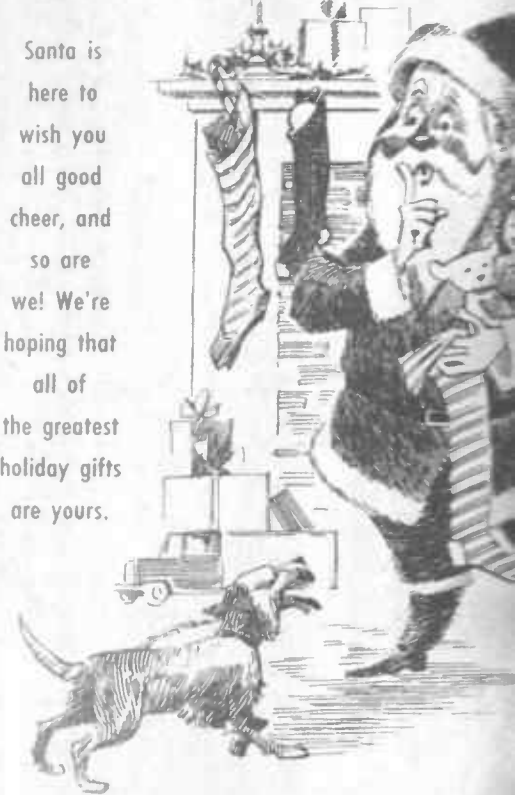
MARY'S

Beauty Shop

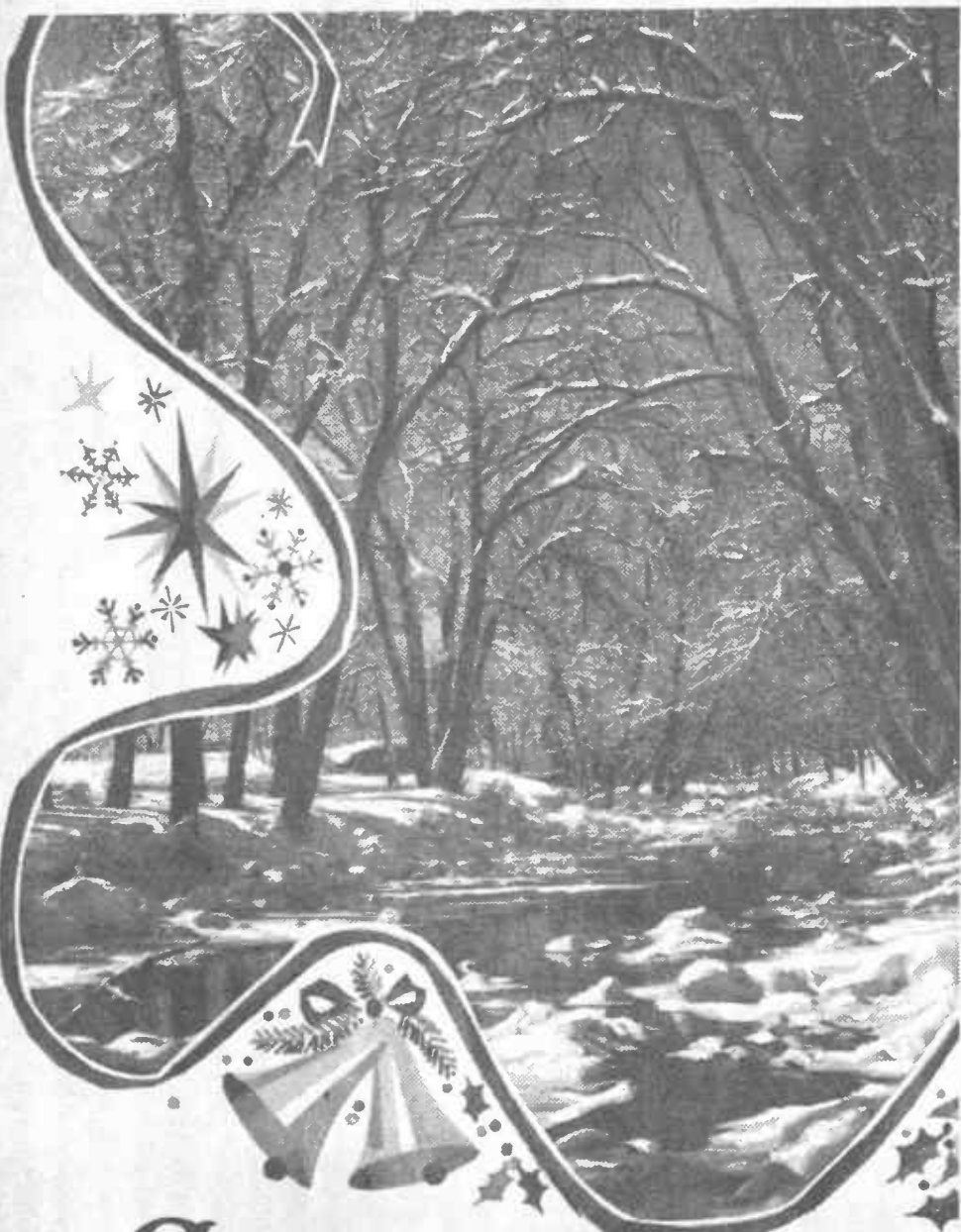
Belmont, Miss.

Holiday Greeting

Santa is
here to
wish you
all good
cheer, and
so are
we! We're
hoping that
all of
the greatest
holiday gifts
are yours.



Tishomingo Clean



GREETINGS

Our warmest wishes to you and your family for a
holiday season that's brimming with glad times
and good fellowship. May your blessings be
many, enriching your days and bringing you joy.

L. P. ALLEN & SONS HARDWARE
Belmont, Mississippi



O, HOLY NIGHT...

As the Star shone on that hallowed night, long ago, when our
Saviour was born, so may it shine this Christmas, blessing you
and yours with the light of peace, happiness and contentment.
May the spirit of Christmas dwell in your heart, forever.

CUTSHALL

**Funeral Home
Furniture Store**

Iuka, Mississippi

Holiday Celebrations Reflect Customs from Far and Near

the happy holi-
festivals is an almost
universal, too. Gift
giving, gaily
and brightly
are holiday
found their
every corner of

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.

Merry Christmas



As you sing
out in Yuletide
cheer, we
sing out with
thanks for
your patronage.

**We wish
you a
Merry Christmas**

Cards Have Clue To History Of Gift Giver

Greeting card history offers
a clue to Santa evolution as a
holiday symbol.

The theme of Santa Claus
was conspicuously absent from
most nineteenth century
Christmas cards, points out
Miss Esther Mooney, curator
of the Norcross Historical Col-
lection. Early cards frequently
favored children and flowers.

When Santa did appear oc-
casionally on a greeting card,
it was generally in the form
of a dour, rather sad-faced
Father Christmas, robed in a
monk's blue garb and long
gray beard, or as "Saint San-
ta," a semi-religious figure de-
veloped from St. Nicholas.

These were a far cry from
the rotund, red-cheeked San-
ta depicted on Christmas
greeting cards of today.

The modern Santa, fat and
friendly, began to emerge at
the turn of the century, and
about 1909 he appears on a
Christmas card. Here he is
shown mounted on a hobby
horse, rather than a reindeer-
drawn sleigh.

The card shows him wearing
the now-familiar red jacket,
but his trousers still were blue.
His stern expression, however,
has given way to a slight
whimsical smile, brightening
his white-bearded, cherub-
like face.

The concept of the reindeer
sleigh was a still later addition
in greeting card history. The
early Santa walked with a
wheelbarrow or carried his
toys in a straw basket attach-
ed to his back, or rode a horse.

Today, a jolly Santa Claus,
his originally blue robe chang-
ed to red, and riding his now
traditional reindeer sleigh, is
a dominating Christmas card
theme.

Trees Live and Bloom In Legends of Yuletide

Almost every kind of tree
has a legend relating it to the
Nativity or the life of Christ.

The cherry tree, says "The
Cherry Tree Carol," bent down
its boughs for Mary to pluck
the fruit.

The Glastonbury Thorn
blooms at Christmas because,

legend says, St. Joseph of
Arimathea, on his arrival in
England, drove his staff into
the ground, while he was car-
rying the Holy Grail, the chal-
ice used at the last supper.

The staff took root and grew
into a thorn tree.

Setting the Date

December 25 was first as-
signed as the date for the

celebration of the Nativity in
about the year 320 A.D. Since
the New Testament was writ-
ten as religious instruction
rather than history, the exact
date of Christ's birth is not
known.

The present day was selected
as a means of unifying the ob-
servances of Christmas, "the
mass of Christ."

And Other 'Santas'

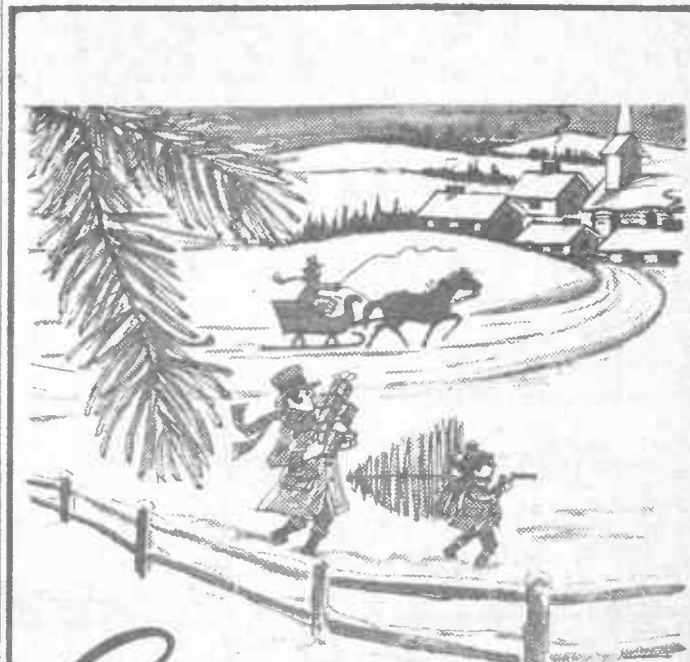
Though Santa Claus is to-
day's most popular Christmas-
season gifts giver, he still has
plenty of help.

In Northern Europe, many
children await the arrival of
St. Nicholas, on the Eve of De-
cember 5th. In Spain and Lat-
in America, the "Three Kings"
traditionally bring gifts on
Epiphany Eve, January 5th.



*We've peeked in upon the
setting for your very festive Christmas
and couldn't help adding our
Thank You for your fine patronage and a
Merry Christmas greeting to all!*

YARBER INSURANCE AGENCY
Belmont, Mississippi



GREETINGS

May the spirit of Christmas present
bring you everlasting joy and good cheer.
We take pride in your friendship and
sincerely appreciate your loyalty to us.

Belmont Packing Co.
Belmont, Mississippi

The BELMONT CAFE

Mr. and Mrs. Floyd Yarber
Belmont, Mississippi



*We're singing a song of
cheery Yuletide wishes for you and
your family, filled with our
warm thanks for your loyalty,
good will and patronage
throughout the year.
Hoping you all have a
gay holiday!*

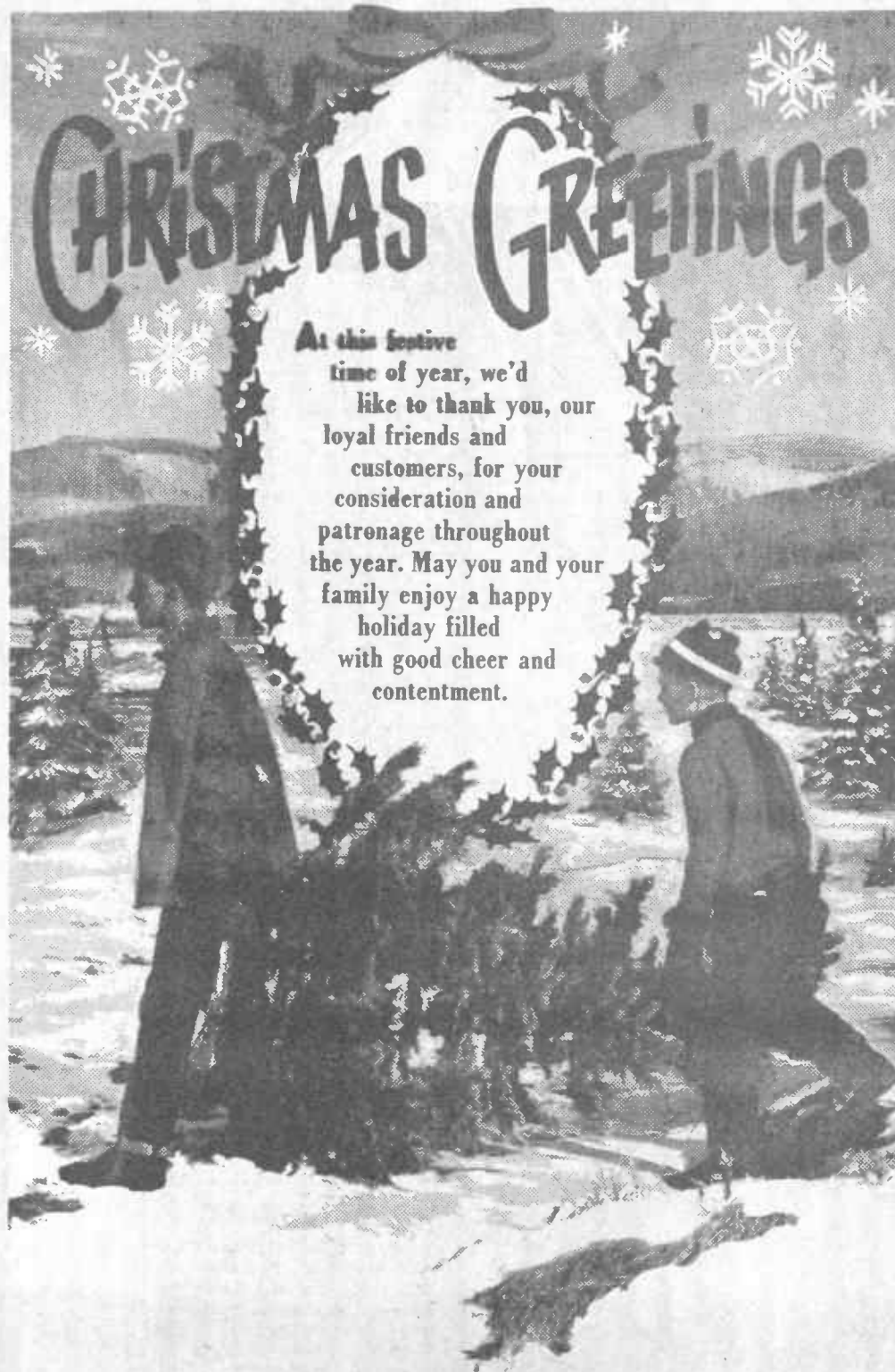
We Wish you and yours a very Merry Christmas and a
Happy New Year.

We have enjoyed your patronage in 1967 and look for-
ward to serving you in 1968.

**Farmers Feed
& Supply**

**Winchester Farms
Dennis, Miss.**

**PURINA
CHOWS**



*At this festive
time of year, we'd
like to thank you, our
loyal friends and
customers, for your
consideration and
patronage throughout
the year. May you and your
family enjoy a happy
holiday filled
with good cheer and
contentment.*

W. H. FAIRLESS

Hardware • Furniture • Appliances

Phone 438-2366

Tishomingo, Mississippi

How to Make 'Apple People,' for Family Fun



GREETINGS

We wish you the great gifts of faith renewed and spirit uplifted by the joy and promise of His Holy Birth.

Shook Chiropractic Clinic

DR. RAYMOND U. SHOOK

Golden, Mississippi



A MERRY CHRISTMAS TO ALL!

What is Santa carrying in his bag? All our best wishes for a happy holiday season, plus our sincere thanks for your confidence in us!

Yarber's Rexall Drugs

Belmont, Mississippi



Christmas comes, and renews the glorious inspiration of that Holy Night long ago. To all, we wish a holiday season rich in many joys and blessings.



George W. Cutshall

Sheriff - Elect

Tishomingo County

Fun for the family on Christmas afternoon can start with peeling an apple — and making a doll.

So says Mrs. Mona Belle Fahrney of Springfield, Mo., who ought to know. From the same start, peeling an apple, Mrs. Fahrney has won renown as a designer and creator of apple dolls. Making the dolls is a family project, in which she enlists the aid and enthusiasm of her husband, Ben, and her daughter, Dorothy.

Apple dolls are in the tradition of making dolls from materials at hand, and they reflect the home craftsmanship of early America. Though craft specialists have revived the custom of making these dolls, they are still quite a novelty. And, says Mrs. Fahrney, apple dolls will always be unique, because no two heads turn out the same.

Even though the features are identically carved in fresh apples, the final result cannot be known until the apple heads have completely dried.

In the Fahrney family, wire bodies for the dolls are constructed by Mr. Fahrney, while the apple heads are carved by Dorothy Fahrney Murphy, a portrait artist who is, in private life, Mrs. K. L. Murphy.

Mrs. Fahrney completes the dolls, with unusual costumes made according to patterns which she creates.

Whatever the division of craftsmanship, any family group can easily make apple dolls, for holiday fun or year-round enjoyment, maintains Mrs. Fahrney.

She offers the following instructions:

Select firm apples — they make the best dolls. Peel apples and carve "faces" for doll heads.

Put carved apples on sticks and insert sticks into holes punched in a coffee can or other container. Set this in a granite kettle.

Place a lighted sulphur candle in a small dish and set it on a mound of damp sand, inside the kettle and alongside the apples.

Cover kettle and leave apples inside until sulphur is burned up. This helps preserve color of the apples, and kills any insects which might be present.

Remove apples and set to dry, indoors. This usually takes two weeks or longer. To further preserve the apple color, add clear nail polish to the faces, immediately after apples are dry.

Apple doll bodies can be constructed from wire and bits of wood. The wire should be sturdy, but flexible enough for arms and legs that can be bent at will, or made to stand or sit.

Wire body, arms and legs are covered with cotton batting. Twist thread around batting and fasten to hold firmly.

Attach apple head, still on stick, to body, securing with wire and glue.

For hair, white yarn is glued to the apple head.

Mrs. Fahrney recommends white-headed floral pins for eyes. Cut off the point, push pin into eye socket and paint the "iris."

Arms, hands and feet can be painted with flat white tinted with oil color for flesh tones, and toes of feet indicated with a brown pencil or painted on.

Then, the apple dolls are ready for dressing.

Mrs. Fahrney likes her apple dolls to be about nine inches high, and says they are "much cuter" that way. However, she designed a special Santa doll, larger in size, for display during the Christmas season at Myrtle's Ceramic Christmas Shop, in Springfield.

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

For Feasting

Good food is traditional at Christmas, and the special treats provided for the season include almost everything, ranging from baked carp in Austria to roast pig in Hawaii.

In France, it's traditional to serve a Christmas supper after midnight mass, but the main dish varies according to the section of the country — roast goose in Alsace, turkey in Burgundy, oysters and sausages in Paris.

England has a mouth-watering array of traditional dishes for Christmas feasting, among them plum pudding. As the pudding is being prepared, it's customary for each member of the family to stir it, making a wish for the New Year.

In Germany, the people bake long cakes for Christmas.

Actors Go A-Caroling

Community caroling in Hanover, Va., for the past 10 years has been provided by a group of actors from Barksdale theatre and friends.

Moving about the town in red costumes and carrying lighted candles, the carolers concentrate on houses with children and elderly people.

They approach the houses singing "Jingle Bells," render two more carols, and move

away singing "We Wish You A Merry Christmas."

"Deck the Halls"

Expressing the merriment of Christmas, "Deck the Halls with Boughs of Holly" is an English carol set to an old Welsh air.

WHAT "NOEL" MEANS

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



MAY THE
JOY AND PEACE
OF CHRISTMAS
ABIDE WITH
YOU
THROUGH
ALL THE
YEAR

Tishomingo Coin-Op. Laundry

Mr. & Mrs. H. C. Nichols

Tishomingo, Mississippi

December 24-25, 1620

December 1620 marked the landing of the Mayflower at Plymouth Rock. A site for the first home in the new settlement was selected on Christmas Eve, and on Christmas Day construction began.

In Finland

Just before Christmas Day,

families in Finland have a sauna bath. The traditional steam bath is built with a stone.

Buzzing with Bees

An English tradition says that bees should be placed in a Christmas tree. This legend that bees gathered to the tree on Christmas Day.



With a song in our hearts, we wish the season's best to our customers. We appreciate your confidence you have placed in us.

J. T. Burrow's Gro.

Iuka, Mississippi



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.

Worsham Brothers Construction Co.

of Giving Lives In ec's Colorful Tradition

spirit of
world-wide at
takes on a spe-
meaning in
This year, as
see the enact-
made known
to benefit
of Quebec.

was begun
French colonists
in Quebec. But
the custom to
which cele-
of a new
— with gold-
— and the gather-
that grew in
house.

version of "La
has been kept alive
Quebec by such
as the St. Vin-
Society. It in-
to-door collec-
poor by "Les Guig-

the role of "Les
has been played
of the Commer-
Club of Quebec,

modern businessmen
the Canadian trap-
with their red knit
sashes. Sing-
of "La Guig-
approach each
with a long, red
to be filled
the poor.

"populists" of early

ple Plus blemsAdd day Lore

visited the Rob-
last December
Christmas surprise.
Grants Pass, Ore.,
the Christmas tree
of the ceiling — or
suspended there,

start a trend? Will
families hang
trees from the
time can tell!
customs start
and, often, with
the case of the
Christmas tree,
was, "Where to
and the humor-
was reached when
couldn't decide.

Mexico

San Domingo Indian
New Mexico, per-
day-long sacred
in honor of the
season.

at two A.M. Christ-
after midnight mass,
gather inside the
are clad in col-
adorned with
from fox tails to
branches.

carry on their
and daylight. At
Indians move to
plaza in the cen-
where they
throughout

day the chil-
and the older
the tribe take over
day. On the last
pueblo joins in
ceremonies.

ant Wins de Favor

particularly fav-
Christmas in the
and Canada is
The holiday
of the green shrub
red clus-
is an appropriate
of the season.
not been for the
Americans dip-
the Joel Poinsett of
S.C. — the poin-
never have at-
Serving as
U.S. minister to
1828, Dr. Poinsett
the tropical plant.
with its beauty,
it back to the
and introduced
Later, the
named the "poin-
in his honor.
Eckle, a California
developed and im-
the plant, and first
it in 1906. Since
has become a favor-
decoration.

Has Dual Role

Since ancient times, the doll has played a dual role, as toy and as religious symbol. Today's creche dolls, displayed as part of the manger scene in churches and homes, have historical counterparts in the dolls used as religious figures, or idols, by primitive peoples.

Dolls fashioned of clay, stone or bone have been unearthed by archaeologists from tombs thousands of years old. Their

presence in the tombs is thought to mean that the dolls were intended as idols.

The word, "doll," in fact derives from a Greek word, "eidolon," which means "idol."

Historians say that, before the birth of Christ, Egyptian sun worshippers idolized a doll-like figure, or child, at the season of the year now celebrated as Christmas. The doll was meant to symbolize the coming "rebirth" of the sun in the spring.

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.

"NIGHT OF CAKES"

In Ireland, Christmas Eve is often called the Night of Cakes. This name is based on the custom, still practiced, of baking special Christmas Eve cakes



The Christmas Story

In a lowly manger, hewn from the rocky hillside of Bethlehem, a Child was born . . . and herald angels sang. To the manger came humble shepherds, in wonder and rejoicing. Three Wise Men journeyed from the East, bearing precious gifts. And over all shone the miraculous light of a Star. In the words of the Christmas story, that light lives and shines across the ages, bringing hope and promise to all mankind. May the spiritual joys of the season bless you and yours, abundantly on this Christmas Day and forevermore.

Winfield Manufacturing Co.

Golden, Mississippi

"Christ Is Born"



FAITHFUL TO THE SPIRIT OF THE FIRST CHRISTMAS is "The Nativity," by the Florentine painter Mariotto Albertinelli (1474-1515). The simple scene presents the Christ Child, with Mary and Joseph, in a realistic setting, and background detail suggests a hillside manger, typical of the rocky caves which were used for stables in Bethlehem. Painting is in the Uffizi Gallery, in Florence, Italy.

"O Christmas Tree" Means Fir to Most

Traditional for trimming, the fir is the tree most people think of when they sing "O Christmas tree, O Christmas tree, how lovely are thy branches."

Although there are close to 40 species of firs found in Central and Southern Europe, Asia north of the Himalayas, and North America, the holiday favorite — the Douglas fir — is not even a true fir.

Originally named false hemlock with yew-like needles, the Douglas fir is neither a yew, hemlock, spruce nor fir. But it does have some of the characteristics of all four evergreens, and its identity confused botanists for years.

The Douglas fir's graceful, upturned growth and ability to hold its needles when cut have put it in the top spot for Christmas use. It also produces top-quality lumber. The state of Montana is an important source of Douglas firs.

Next popular Christmas tree is the balsam fir. Also called Canada balsam or Balm of Gilead, according to The Encyclopedia Americana, balsam grows from Newfoundland to Virginia, west to Iowa and north and west deep into Canada.

Balsam retains needles well and give off a pleasing fragrance. It is especially well-liked in the Eastern United States.

Included among the many other Christmas choices are the Eastern red cedar, black spruce and Scotch pine.

Canadian Christmas trees, from seven provinces, are part of the holiday scene in many countries. The United States, alone, accounts for about 90 per cent of Canada's annual production of trees. Still others are shipped abroad, from Ethiopia to Venezuela.

Dressing Dolls

France, famed for its fashion, early gave attention to dressing dolls known as "fashion babies." First created about 600 years ago, the "fashion babies" in later years became ambassadors for French styles.

In the early American Colonies, for instance, the arrival of a group of "fashion babies" from France was greeted with great excitement. For payment of an admission fee, Colonial women could see the dolls displayed, and observe the newest fashions, in miniature.

WHAT "NOEL" MEANS

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

For Every Child

During the past few years, the doll has really come into its own, as a present for every little girl. The wonders of the doll, the province of the disposal of in homes across the country.

From waking, the doll has really come into its own, as a present for every little girl. The wonders of the doll, the province of the disposal of in homes across the country.



Waddle's Grocery & Station
Waddle & Williams Laundromat
Belmont, Mississippi

Season's 'Firsts' Are Traced

Shepherds watched, angels sang and wise men traveled far to behold the miracle of the first Christmas.

Since that holy night a multitude of legends and customs, both religious and secular, have developed as part of the holiday. Each legend was once told, each custom once observed for the first time, and though origins of many traditions are now lost in time, other Christmas "firsts" have been recorded for posterity.

There are historical Christmas "firsts," attested by church records and by scientific research into the early years of Christianity, as well as "firsts" of later history and "firsts" that blend fact with myth.

DOWN THE CHIMNEY

Legend says that St. Nicholas and the Italian gift-giver, Befana, rang bells on their way down the chimney to deliver Yule gifts.

GREENS FORBIDDEN

Until about 585 A.D., the use of evergreens for decorations at Christmas was forbidden by church authorities.

Works of Art

The elaborate European dolls of the 17th and 18th centuries were the precious possessions of the very rich. Often, they were court dolls, prized by royalty.

In times of war, these valuable dolls were treated like works of art — as indeed they were. Special arrangements were made to transport them to safety and a peaceful refuge for the duration of the war.

FEATURES ROBIN

One of the first Christmas cards ever published, a small (two by three-and-a-half inches) greeting printed in London in 1862 by Goodall and Son, features a robin presiding over a pastoral winter scene, framed by paper lace.



NEIGHBORHOOD GROCERY

Aubrey, Ovalee, Anna, Rhonda and Billy
Belmont, Mississippi

NOTICE

Due to the Christmas holidays, Discount Date for
December Electric Power Bills is

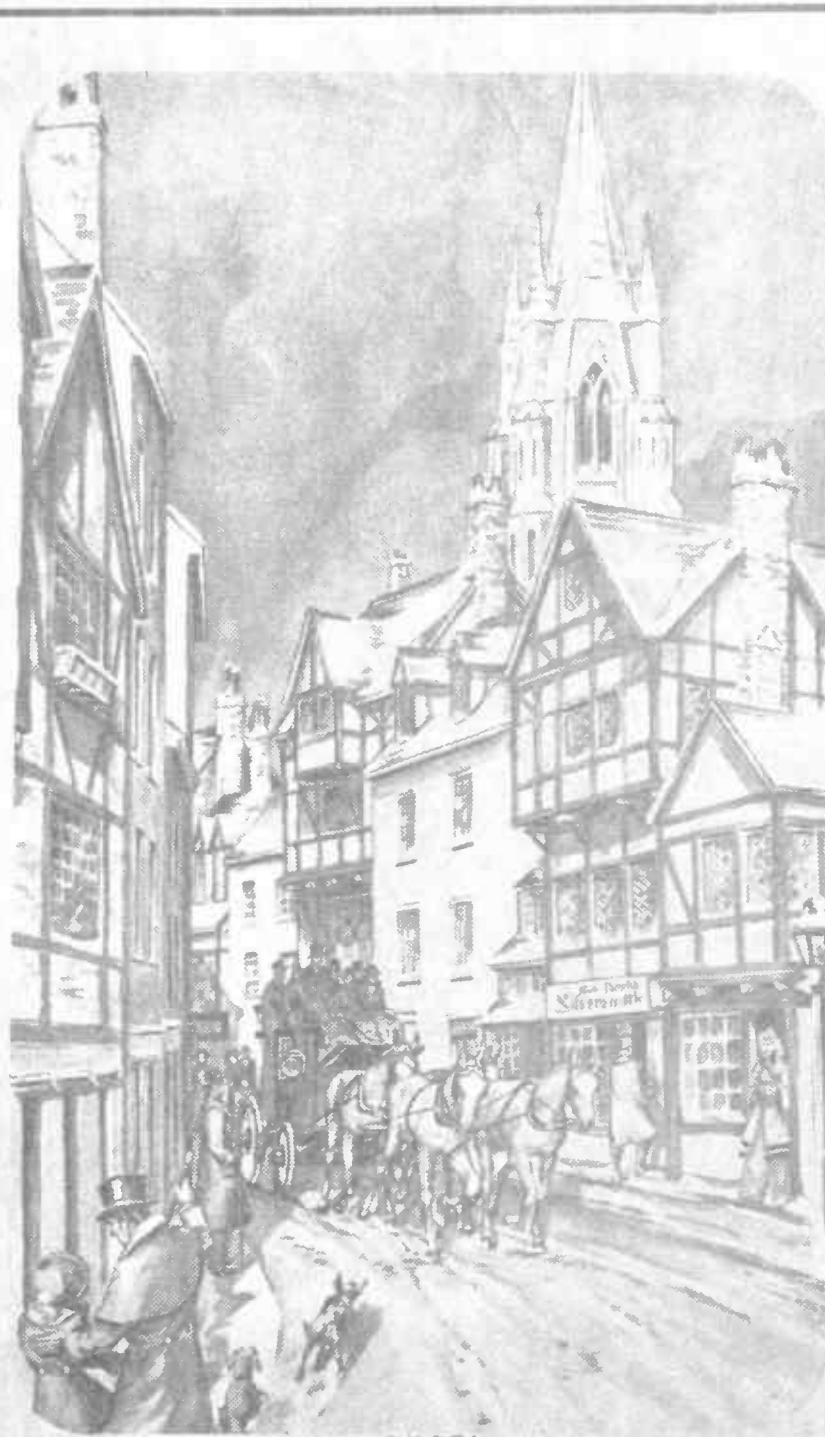
Dec. 26

The Power Office will be

CLOSED

Saturday - Monday
December 23-25

Tishomingo County Electric
Power Association



MERRY
MERRY
CHRISTMAS
CHRISTMAS

At this splendid time of the year, we hope you and your family are rejoicing for all the beautiful things that Christmas brings. We rejoice in your good will. It is gratifying to serve you, and hope we can continue to do so.

C&P AUTOMOTIVE SUPPLY CO.

"Your Complete Machine Shop"

Fulton — Belmont — Red Bay



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 dispute by two families, both of whom claimed the rights to the scene.

Evergreen Is Disputed Favorite

Christmas trees, it's the most common thing you can see on a Christmas tree. In Minnesota, they even have a law that says you can't cut a tree out of water pipes, and it's a crime to use a television set as a tree.

Washington, N. C., a live tree is more than 300 years old. It's the Yuletide with ornaments and electric lights. In Indianapolis, they decorate the 246-foot Soldiers and Sailors Monument with electric candles.

The National Christmas Tree is designated in the White House. It's not an evergreen but a redwood, located in Sequoia National Park.

Annual Christmas tree, the "General" is 1,500 years old.

Families prefer the aluminum Christmas tree, but it's not of aluminum.

All this, the time-honored tree is still the favorite.

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.

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. Accord-

ing 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 Christ-

mas—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 physicist, 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.

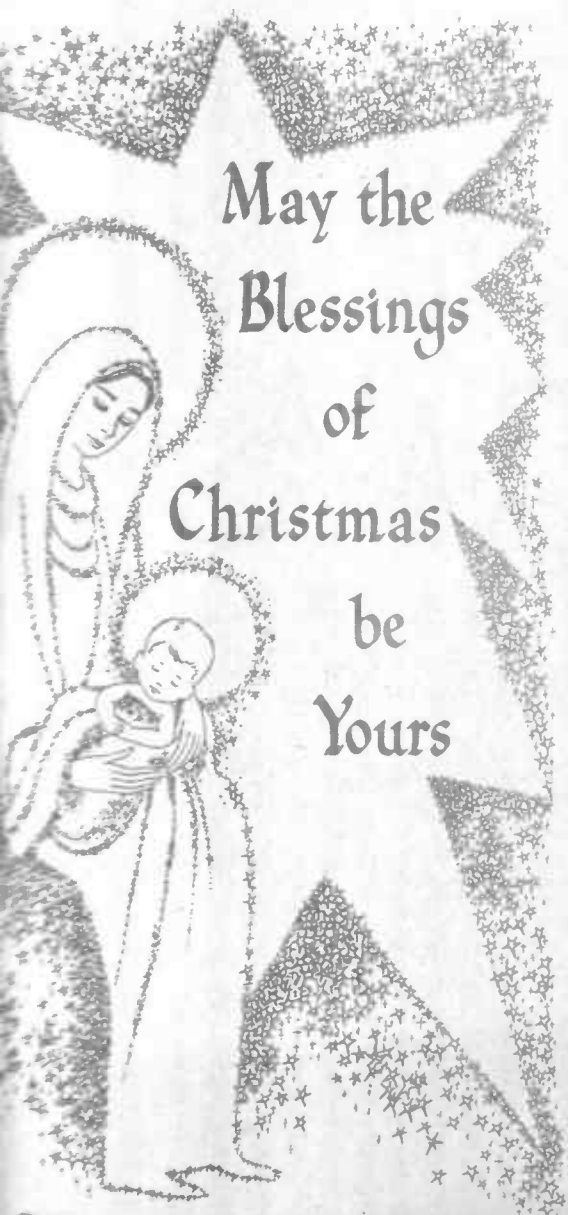
IN BETHLEHEM, GA.

A 60-foot star lights the countryside around Bethlehem, Ga., at Christmas. A carol service is held beneath the star on Christmas night.

With all the tranquility of a snow-covered landscape, the spirit of Christmas comes to bless and brighten every heart and home. It is our wish that you may enjoy thrice fold this Yule all the wonderful things that go into making the Christmas season such a special time: the joyful hours, the happy memories, the cheerful gatherings with family and friends. And may we, too, continue in your friendship, serving the needs of you and your family, always in a better way. We know how much it means to have the trust and good will of folks like you, and we are truly grateful.

Frank's Dairy

& Tishomingo County Milk Producer's Assn.



And may the Star shine as it shone upon that hallowed night when the Holy Child was born... with eternal light... forever bringing joy, love and peace into your home.

Frank & Margaret Hodgins
Tishomingo, Mississippi

Dolls, Dolls, Dolls! Each Has Story to Tell

"It's fun to get a doll for Christmas."

This statement comes from a real authority, who is a former Marine, a world traveler and international airline executive—and who is also a man who has more dolls than almost anybody except Santa Claus!

Collector Samuel F. Pryor is the founder of the International Doll Library in Greenwich, Conn., where more than 8,000 dolls are gathered in fabulous variety.

Begun in 1953 when he inherited 300 dolls from a friend, the still-growing collection includes hundreds of dolls searched out by Mr. Pryor himself, and it has also been augmented by gifts from some of the thousands of visitors to the Doll Library—hence Mr. Pryor's personal knowledge that a doll under the Christmas tree is truly a source of delight.

The Doll Library, so named because every doll has a story to tell, is attractively housed in a 1792 barn, remodeled to provide appropriate settings for the dolls. Visits to the Doll Library are by appointment only.

Here, there are antique dolls, historic dolls, craft dolls, religious dolls, dolls of every land and every era. The dolls indeed have much to tell to the serious student of world history and world civilization.

But to Mr. Pryor, the important thing about the dolls is that they are objects of affection—cherished by little girls waiting for Santa, and by everyone who loves dolls, to play with and admire.

Along with their legacy of love, the dolls bring a record of mankind's ingenuity.

Among the antique dolls in Mr. Pryor's collection is a 19th-century beauty who turns her head, flutters her eyelids, heaves her bosom and plays a lyre, to the tune of a hidden music box.

Many other dolls in the Pryor collection make it plain that mechanical accomplishments are by no means limited to the dolls of today. For instance, a group of early American dolls includes the "Auto-peripatetikos"—a walking doll patented in 1862.

Another kind of ingenuity is manifest in the craft dolls, lovingly fashioned by thoughtful hands from virtually any and every convenient material—pen wipers, shells, newspapers, wishbones, sponges, corn cobs, pine cones, pipecleaners, clay pipes, even an old potato masher.

Among them are "Mr. and Mrs. Crab," dolls with faces

made from crab claws. These do-it-yourself dolls were featured in "Godey's Lady's Book" for May 1867, with illustrations of Mr. and Mrs. Crab and "how to" instructions.

Among the Library's little inhabitants, dolls of other lands form a miniature United Nations. A turbaned Brazilian dancer, a Spanish matador with cape and sword, a Japanese geisha, a Belgian lady, a German tourist, an Arabian desert prince, an Argentinian gaucho—the list is seemingly endless.

Differences may divide nations—but not in the Doll Library. Mr. Pryor's dolls get an opportunity to enact the holiday spirit of peace and good will, all year. As a pastime, he likes to bring dolls of many nations together in friendly groups.

For Decorations

Not all peoples use living greenery in their festive holiday decor. In Scandinavia, where greenery is symbolic of mourning, people use bright colored papers, ribbons, fringes, fancy balls, sweetmeats, flowers and fruits for Yule decorations.



Joyous Wishes

May you and your dear ones be filled with the peace and joy of the first Noel!

Cook's
BARBER SHOP
Belmont, Mississippi

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 1633. 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."

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.

Who's Pelsnickle? In Doll Library, He Shows Why Naughty Children Might Dread His Visits

Where there are dolls, there's the spirit of Christmas.

In the Pryor International Doll Library* at Greenwich, Conn., there are more than 8,000 dolls, and naturally, many of them suggest Christmas in a very special way—from creche figures that symbolize the religious meaning of the holiday to a jolly Santa doll who wrinkles his dried-apple face in a smile that sums up all the joys of the season.

From a Christmas-season point of view, one of the most interesting dolls is a figure representing "Pelsnickle."

Though little known to modern celebrants, Pelsnickle holds an important place in holiday lore. According to legend, he accompanied St. Nicholas as his servant and, while St. Nick rewarded good children with gifts, Pelsnickle had the unwelcome task of punishing

naughty boys and girls with "gifts" of lumps of coal and switches.

The Doll Library's Pelsnickle sports Santa Claus whiskers, wears a coat of shaggy fur and holds a bundle of switches.

While Pelsnickle and switches are usually associated, a study of Christmas lore reveals that in earlier legends he traditionally carried a birch cane, says Mrs. June Anderson Douglass, whose responsibilities as curator of the Pryor Doll Library include researching and cataloguing each doll.

Like St. Nicholas, Pelsnickle was a European figure, known primarily in Holland and Germany. He came by his name very logically, since he was generally believed to wear a fur coat. "Pelz" is the German word for fur.

Today, the custom of having

Pelsnickle appears at Christmas time in some Pennsylvania homes, according to The New York Times.



WISHING ALL OUR
FRIENDS SINCERE AND
HEARTY GREETINGS FOR

CHRISTMAS

AND EXPRESSING

OUR GRATITUDE FOR

THE WONDERFUL YEAR

THEY HAVE GIVEN US.



CONSOLIDATED ALUMINUM CORPORATION



MERRY CHRISTMAS

Time to wish all of our good friends and loyal customers a merry holiday season full of peace and happiness. We extend our heartfelt thanks to you and your families for your loyal patronage during the year.

Sartain's Grocery

Billy, Alma, Pam, Mike and Melanie
Belmont, Mississippi

replace Claims Early in Yule Festivity

Santa Claus comes down the chimney on Christmas Eve, where will he find the fireplace, an old tradition of Christmas for more than Santa has been around the turn of the century.

St. Nicholas, or St. Nick, was a blue-eyed, rosy-cheeked, jolly fellow, as Clement Clarke Moore's poem "A Visit from St. Nicholas" pictured him as coming from his head.

In America, the Pilgrims built crude stone fireplaces, then constructed their log huts around them.

Today, as in those earlier years, ceramic tile remains a practical and decorative surfacing material for fireplaces, and the home owner has a far wider choice to work with than did early home builders.

More than 250 different ceramic tile sizes, shapes and textures are supplied by American manufacturers, says the Tile Council of America.

Just as in the early days, special decorative tiles give the fireplace a distinctive touch of elegance to greet Santa when he arrives, via the traditional route.

Aiding the Needy

Originally, food and clothing as well as money was collected. But for the past twenty years it has been only money, and the generous people of Quebec have contributed as much as \$30,000 for the poor.

The money is deposited in a bank, and checks are issued to the parish priests of the city.



Merry Christmas

In the snowy hush of a winter landscape, a church steeple seeks the sky . . . and we see the quiet contentment of Christmas, spreading its joys everywhere. That your joys be many, is our holiday wish for our valued friends



Mr. & Mrs. Robert Sims
Tishomingo County Chancery Clerk

His White Beard, Red Suit Are Recent Garb

Genial, jovial, red-cheeked and white-bearded. As any child can tell you, that's how Santa Claus looks.

But the benevolent giver of presents has not always been pictured like this, nor has he always traveled by sleigh or brought his gifts on Christmas Eve. In fact, he has not always been named Santa Claus!

"Santa Claus" is in truth a child's euphonic way of expressing the Dutch "Saint Nikolaas," or St. Nicholas, says The Encyclopedia Americana.

St. Nicholas, a fourth-century bishop, was later honored in Europe, as a friend to children. Legend finds him making his rounds on December 5th, the eve of St. Nicholas Day, with gifts to reward children for good behavior.

Instead of a jolly red suit, St.

Nicholas wore a robe, or tabard, and for that reason he really didn't need a sleigh, or even a horse. His robe enabled him to travel from place to place, instantly.

In Holland, however, he was said to use a horse for his journey at night over the roofs.

Dutch settlers brought St. Nicholas to the New World, where he gradually changed his name to Santa Claus and traded his horse and robe for reindeer and a red suit.

It was Clement C. Moore, in his poem "A Visit from St. Nicholas," who made Santa into a jolly elf "Saint Nick," who rides "in a miniature sleigh drawn by eight tiny reindeer."

In more recent years, St. Nicholas in his new guise as Santa Claus has journeyed to many parts of the world, becoming the most widely known of gift givers.

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.

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.

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.

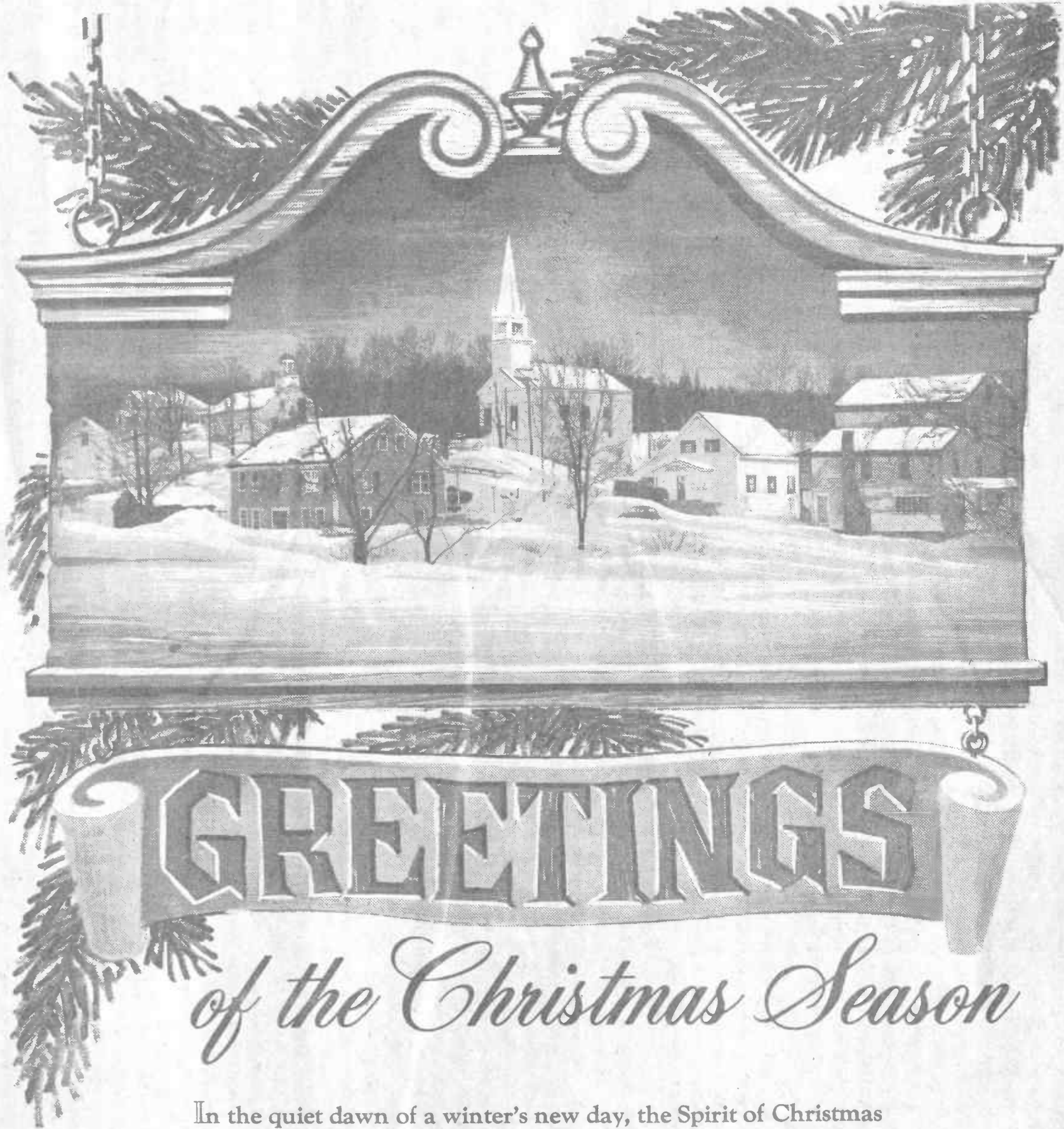
A distinguished Biblical scholar and professor of divinity, Dr. Clement Clark Moore wrote the poem for the amusement of his children at Christmas in 1822. A visitor in the home at the time copied it and had it published a year later in the Troy, N.Y., Sentinel.

The poem appeared anonymously, because Dr. Moore felt that he, as a professor of di-



vinity, 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.



In the quiet dawn of a winter's new day, the Spirit of Christmas descends upon the world, instilling boundless joy and the warm feeling of good will towards all. To our many friends, old and new, we're wishing that this will be the happiest of Christmases, bright and shining with the fulfillment of long-cherished dreams. It is our good fortune to have so many kind friends and patrons . . . their friendship is one of our most prized possessions.

NATIONAL BANK OF COMMERCE

Corinth, Mississippi



DOLLS AND CHRISTMAS GO TOGETHER — and this doll with her golden curls and golden harp seems to symbolize the happiness of the season. She's one of more than 8,000 dolls in the Samuel F. Pryor International Doll Library, Greenwich, Conn. *The Doll Library may be visited by appointment only.

Yule Greens Set Scene For Festivity

From the welcoming wreath on the door to the Christmas tree glowing with lights and bedecked with packages, from the cheery poinsettia plant on the mantel or table to the sprig

of mistletoe with its promises of kisses and laughter, greens and plants set the scene for holiday enjoyment.

Many of the greens now used for Christmas decorations once adorned pagan rites, and were credited by the ancients with certain mystical powers and virtues.

About Trees

Perhaps the most common use of holiday greens is seen

in the lively, decorated Christmas tree found in many homes at this time of year.

There are many legends concerning the origin of Christmas trees. One belief is that the first Christmas tree was a palm tree brought from Egypt. The 12 parts of the palm were supposed to represent the 12 apostles, according to the editors of the Encyclopedia Americana.

The use of pine and cedar Yule trees is generally thought

to be of German derivation. The introduction of the evergreen Christmas tree came to English-speaking peoples after the marriage of Victoria of England to the German prince, Albert.

Mistletoe Magic

Ancient followers of the Druid religion were the first to regard mistletoe as a sacred plant, say the editors of The New Book of Knowledge. They

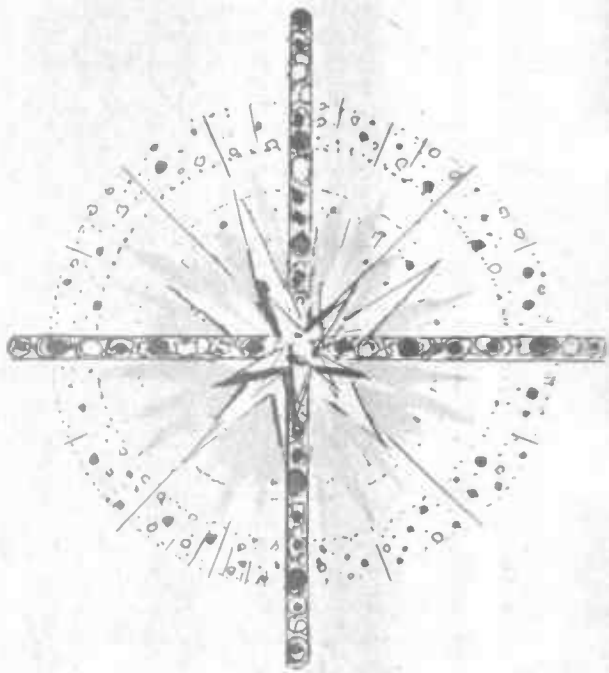
supposed it to have virtues in warding off evil things from witches.

Each year, about Christmas is celebrated there was a ceremony which Druid priests, golden sickle, cut the leaves from the mistletoe and distributed them to the people.

The Saxons also regarded mistletoe as a sacred plant; they were the first to call it mistletoe. To the Saxons, mistletoe symbolized peace.

Joy and Peace at Christmas

May your spirit be filled with the inspiration and hope of the first Christmas, when a brilliant star blazed a bright path to the manger of the Saviour, thus heralding a new era of hope for mankind. We wish you the joys and pleasures of Christmas celebrated in warm tradition with loved ones and close friends.



Lore and Legend Express Happy Mood of Season

From home to home, from country to country, Yule celebrations abound. The happy traditions of gift giving, home decorating, carol singing, card sending, candle lighting and tree trimming express the merriment of the season.

Popular folk customs of nation after nation have been absorbed into the international legend and lore of the Yuletide. Yet virtually every nation — and every home and family, too — has its special way of celebrating Christmas, and its special memories of Christmas past.

Carrying in Straw

Straw is a traditional part of Christmas celebrations in Sweden — in probable remembrance of the first Christmas when there was straw in the manger.

While "carrying in the Christmas straw" is a tradition rather than a modern custom, Swedish people still make straw and wooden figures to hang on their Christmas trees.

"San Tan Lou Yin"

In Hong Kong, Santa Claus goes by the name of "San Tan You Lin."

The Hong Kong department stores employ elderly men who are specially costumed for the season. Just like Santa Claus, San Tan You Lin is present for the purpose of holding the youngsters on his knee and

listening to their requests for gifts.

Log Had Charms

In ancient Germany, the Yule log was known as the "Christbrand." One belief held that if the charred log was placed in a cornbin, it would act as a charm to ward off mice.

If the weather turned stormy, the Christbrand was quickly brought back to the fire. While it burned, superstition said, the house was safe from lightning.

Going "Mumming"

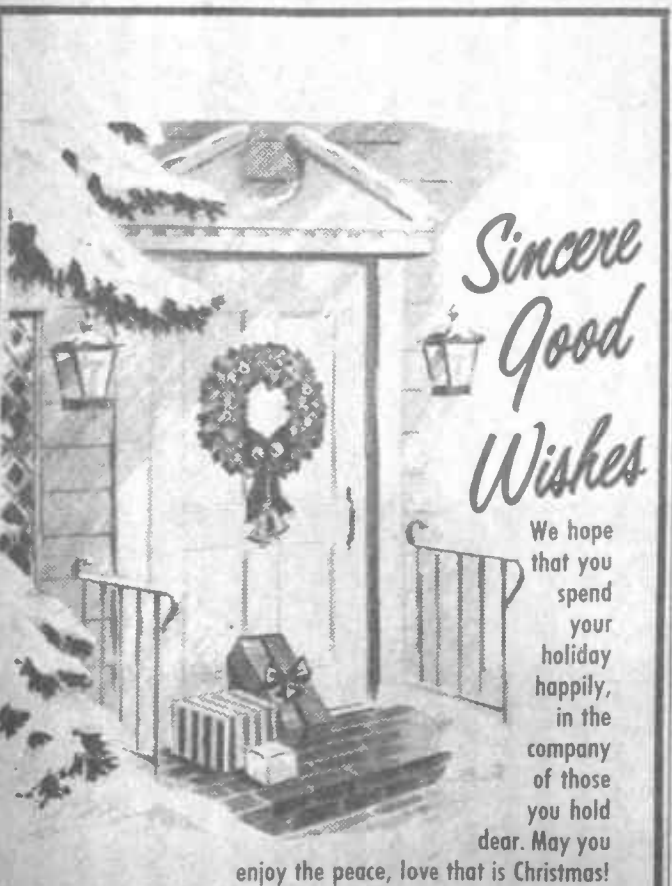
"Mumming" is a Yule custom that originated in early England. Mummers, masked and in costume, silently enacted ritual plays about the death of winter and the old year.

The custom still survives in some parts of the world, although the plays are no longer performed. Today mummers usually entertain with dancing and instrumental music. They are rewarded with treats.

LITTLE FOLK PRANCE

For Icelanders, Christmas Eve is the holiest night of the holiday season.

Tradition says, however, that many years ago elves, dwarfs and other little folks pranced and danced about the streets on the night before Christmas.



We hope that you spend your holiday happily, in the company of those you hold dear. May you enjoy the peace, love that is Christmas!

South's Grocery

Crit and Lila
Golden, Mississippi

THE BANK OF BELMONT

Belmont, Mississippi

TISHOMINGO BANK

Tishomingo, Mississippi

LARGE ENOUGH TO SERVE YOU — SMALL ENOUGH TO KNOW YOU

Member Federal Deposit Insurance Corporation

Greetings
More than the
sending of
greetings symbol-
ize the spirit of good

exchange of
greetings at holiday time is
an older, prob-
ably Christmas itself.
The winter festivals the
people of the earth at the
time were linked
to the season of friend-

greetings and
have long been as-
sociated with the
printed greeting
card. The newcomer to
the holiday — introduced
less than a century ago.
The Christmas greeting
card is now sent by the
billions, and
messages of
love and "best

tradition of
today's edi-
tion of paper pre-
sented greetings of
kindness as they ex-
press good wishes and
to customers and

the "Bird"

tables, the cen-
ter is usually the
custom has its
English "Christ-
mas" — usually a goose,
rather than

times, a large
feast at Eng-
lish dinners among
people. In castle
times, a "bird"
was the main dish.
The old carol,
"The Bird in Hand I
Will Eat," was
sung in solemn
tones followed oth-
erwise and what courses!
The feast of dinners us-
ually a boar's head.
The feast, a typi-
cal 17 main
courses, from
a kid with a
boar's head!

Wishes
Christmas

Our heartfel
May all of
be wrapped
holiday spirit,
be decked
good things.
Mabel's
ess Shop
and Mabel
Mississippi

Toasting the Holiday

As today's punch or eggnog bowl attests, favorite beverages and friendly toasts go along with the good cheer and good feasting of the holiday. It all began with the English "wassail" bowl. The wassail, a holiday beverage of medieval times, was served hot in a large bowl, and it was compounded of ale, apples, eggs, sugar and spices.

The name comes from "Was

Haile," a Saxon greeting which means, "Your health." Gradually, the word "wassailing" began to mean any kind of Christmas revelry accompanied by a festive beverage.

Burning the Log

From a miraculous Star to a tiny candle, gleaming lights have cast a glow over holiday festivities for centuries.

Pagan sun-worshippers lit candles and kindled fires at

winter festivals to help the returning sun gain strength. Traditional for both light and warmth is the blazing Yule log. Like all "Christmas lights," it has both a religious and a festive significance in holiday lore.

Because legend says that the Christ Child was washed and dressed beside an ash wood fire, the people of early England always had Yule logs of ash wood. Ash had a practical aspect, too, because it was the

only green wood which would burn.

The Yule log of England and continental Europe was often believed to have mystical powers to protect the home. To give this protection, the Yule log had to be kept burning all through the 12 days of Christmas.

Later, the "blazing Yule" was primarily associated with the feasting and festivity of the winter holidays.

Ringing Bells

Among the merry sights and sounds of Christmas, none is merrier than the ringing of bells.

Since earliest times, the pealing of bells has announced important events, both happy and sad. The first use of bells to call Christians to worship took place, it's believed, at Christmas in Italy, about 400 A.D.

Tradition once held that

Christ was born exactly at midnight. In medieval Britain, church bells tolled sadly during the hour before midnight on Christmas Eve. On the stroke of 12, a joyous pealing announced the Miracle of Christmas.

Today, church-spire bells and carillons ring out the glad tidings of Christmas.

GO TO CHURCH
SUNDAY



Holy Night

And suddenly the shepherds saw, on
their peaceful hillside, the
angels come to proclaim the birth
of a Saviour...their
hosannas echoing through the holy
night. As we share the wondrous tidings
of Christmas, may we also
share love and kindness with our fellowmen.



Tishomingo County Farm Improvement Association

Iuka Belmont Tishomingo

FEED MILL — IUKA

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



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.

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.

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 "Christkindmarkt," 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.

Christmas Greetings

We approach the Christmas holiday. It is a season when joy seems to touch almost every human heart. It is difficult to resist.

There are so many traditional things associated with Christmas that it becomes for most of us a memorable oc-

casional. A familiar carol reminds of a Christmas long ago. A card brings a message from an old friend we had almost forgotten. A dear relative makes a surprise visit. Do not, amid all the trap-



Here's to you, friends and patrons... our appreciation for the privilege of you and best wishes for a happy holiday.

Smith's Dress Shop

Fonza and Eddie
Belmont, Mississippi

greetings

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.

COLEMAN FUNERAL HOME
MEMORIALS
Fine Granite & Marble Memorials
Corinth, Mississippi

Church bells ring out across the land on Christmas Day, proclaiming to all the world the coming of the Holy Child and the glory of His birth. And to our fine customers, we wish to proclaim a warm holiday "thank you" for your faithful patronage.

JOHNSON MOTORS, INC.
Cadillac-Oldsmobile Dealers
HIGHWAY 72-EAST PH. 286-2201
Corinth, Miss.

They Go Together— Feasting and Festivity

the Christmas season
lights greet the eye
filling aromas fill
Good food is as much
tradition as
carols, greens and
time, people
serving their fami-
towards an abundance

of choice foods. The custom
probably began with the an-
cient winter festivals.
In the course of time, natu-
rally each nation developed its
own treasured customs in con-
nection with the Christmas
dinner, say the editors of The
New Book of Knowledge.

Breaking Bread

Everywhere, a widespread
use of breads and pastries is
customary for the Christmas
feast.

This has its origin in pre-
Christian and early-Christian
customs of the agricultural na-
tions of Eastern Europe, where
peasants offered thanksgiving
for a good harvest, usually of
grain, during the winter sea-
son.

Special holiday cakes were
thought to bring good fortune
and good health.

More directly connected with
the religious meaning of the
season is the "Christ-bread,"
traditional in many countries.
This is a long cake, and its
shape is meant to symbolize
the Christ Child wrapped in
swaddling clothes.

Both mince pie and plum
pudding began as national
Christmas dishes in England.
Like the "Christ-bread," early
mince pies were baked in sym-
bolic shape—an oblong meant
to represent the manger

Sending Greetings

"Merry Christmas!" The
custom of extending holiday
greetings to friends undoubt-
edly 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 greet-
ings and words of apprecia-
tion to their customers and
friends.



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 cus-
toms, 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 formal-
ity existing between parents
and children during the Vic-
torian era. Here, a little girl
kneels solemnly at her moth-
er'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.
Even earlier, greeting cards
began to reflect an easier sort
of filial relationship. Declares
a 1930 card: "3 cheers 4 a Mer-
ry Christmas and you, Dad!"

Read your BIBLE daily

Omens Dim Yule Spirit

"Merry" Christmas? Not al-
ways, according to some an-
cient 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 with-
in 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 head-
less, 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 con-
nection 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 un-
melted, the forecast was for a
long and healthy life.

Have a wonderful season full of
joy. Thank you for your loyal patronage.

Campbell's Service Station
Belmont, Mississippi

Roman Had Medical View Gift Giving

is getting too

modern complaint,
may have force, is
lacking in origi-

the crafty arts of
said the witty
Martial, who lived
from about 40 to 104
are like hooks."
complaint was expressed
poems written for
patron, at the time
Jurnal, the pagan
from which came
Christmas customs.
however, was not
to presents. Af-
a large number of
such as toothpicks,
which had been
him, he pointed
would have been
for the messenger
five pounds of

the messenger
five pounds of

**Peace,
Good Will
Toward Men**

is the season which symbolizes peace and
good will, it seems especially fitting
to say "Thank you" to our fine
patrons. M-rry Christmas.

Moore Chevrolet Company
Belmont, Mississippi

**A
CHRISTMAS
TREE LEGEND**

Upon that very first Christmas
Eve, all of the trees of the forest
came to Bethlehem to pay tribute to
the Christ Child.

They were dressed in all their splendor and
offered their gifts. The date palm shook down its
delicious fruit. The sandalwood showered out its nuts
and fragrant flowers. The olive tree poured fourth its
richest oils.

And only the little fir tree, alone and unadorned behind the rest,
had nothing to give.

So an angel gathered stars from the night sky and sprinkled them upon
the little fir's branches.

And as the fir twinkled with sparkling radiance, the beauty of the first
Christmas tree brought a smile of delight to the baby Jesus.

And to this day, a Christmas tree reminds us of Him and delights the hearts of all children.

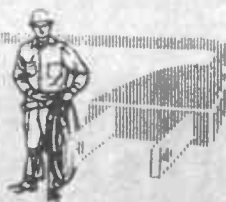
A MERRY CHRISTMAS TO EVERYONE!

FROM

THE BOARD, MANAGEMENT AND EMPLOYEES

OF

**Tishomingo County Electric
Power Association**





ANTIQUE CHRISTMAS CARD INSPIRED BY robin legend was designed by Jonathan King in London in 1867. The robin wears a red vest because he fanned the embers of the stable fire, to keep the Christ Child warm, legend says. The well-preserved greeting, a century-old this year, is from the Hallmark Historical Collection.

Robin Lives in Holiday Legend

What's a robin doing on a Christmas card? More familiar as a harbinger of spring, bobbing along with a fat worm in his mouth, the robin is nevertheless a centuries-old Christmas symbol. And one of the earliest Christmas cards, a 100-year-old English greeting, features an illustration of a robin on a snowbank.

Because legend says the robin played a vital part in the first Christmas, Yuletide decorations and cards have long celebrated the cheery red-breast. This year's crop of Christmas cards included an assortment of robin designs, many depicting the bird at the manger scene.

One card published for this year featured a retelling of the robin legend, reports Mrs. Jeannette Lee, design director for Hallmark cards.

According to the legend, the Holy Family was not alone in taking refuge in the stable at Bethlehem. Perched on a rafter, a small brown robin watched as the three Magi presented their gifts to the newborn Christ Child.

The robin seemed to understand that something wondrous was happening. After the departure of the Magi, when the Holy Family was asleep, the robin noticed that the stable fire was dying. Only a few coals smoldered.

In a valiant attempt to revive the flickering embers, the robin swooped down to fan the

fire.

Hovering above the coals, he flapped his wings, fanning the embers to life. As the fire burned brighter, flames singed the robin's breast, scorching his brown feathers a brilliant red gold.

Through the night he fanned the fire to keep the Child warm. Ever since, the robin has worn a red vest, symbolizing his gift.

As a Christmas symbol, the robin embodies the spirit of giving. Like the Magi, the robin gave a precious gift, and he gave it at the cost of personal sacrifice. Thus the robin's gift suggests the deeper meaning — the giving of one's self — the legend notes.

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."

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.

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.

Creating Pudding

Many well-established traditions had their legendary beginnings in the inventive reaction of people to problems, large or small.

Take plum pudding, for example — as many people do at Christmastime! The very first

plum pudding

to adversity

An English

hunting party

mandated by the

prepared

foods he had

meat from a

wild game, so

sugar, dried

brandy.

The cook not

delicious

also invented

which tradition

tain these

it is to be

Handel's

heard at the

was begun in

in September

formed in



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!

Jack Yarber Ford Sales INC.

Highway 25-South

Telephone 454-3461

Belmont, Mississippi



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.

Mr. & Mrs. Alvia J. Blakney
Tishomingo County Tax Assessor

Christians Celebrate Holiday with Joy and Prayer

...there was with the angel a multitude of the heavenly host praising God to God in the highest, and on earth peace, good will toward men."

— Luke 2:13-14

...this Christmas season, Christians everywhere gather to commemorate of a holy night nearly 2,000 years ago. The message of Christmas lives in the light and carols, in pageants and prayers.

...happiness of Christmas finds expression in music and song. Choirs sing the Babe of Bethlehem, and sacred hymns and carols reflect the spirit of rejoicing. Angels sang to shepherds long ago, so now exultant voices join in proclamation of Christ, with "on earth peace, good will toward men."

...to pass, as the angels were gone away from the shepherds said one to another. Let us go to Bethlehem, and see this thing which is come to the Lord hath made known unto us.

...with haste, and found Mary and Joseph, lying in a manger."

— Luke 2:15-16

...the joyous exultation, there is a spirit of thanksgiving celebration of this holy Day. In both church and home, Christians ponder anew the word of God, as it was told by two of His disciples, Luke. It is read and re-read, remembered and sung, and it is beheld, symbolically, in Nativity scenes and tradition, recreate the manger of His birth.

...each congregation and each individual celebrating always in memory that the glory was first revealed to humble shepherds, and the Child was born in a simple manger. Worshipers praise God, for the Miracle and its meaning.

...they were come into the house, they saw the babe with Mary His mother, and fell down, and worshipped him, and when they had opened their treasures, they presented unto him gifts, gold, and frankincense, and myrrh."

— Matthew 2:11

...Men, says St. Matthew, followed a Star to seek the Babe of Bethlehem. Their joy at beholding Him, expressed in gifts in homage, express much of the wonder of the Christmas story, as it is envisioned in those gifts was a prophecy, a poignant reminder of the solemnity, the highest meaning of Christmas.

...precious treasure, fitting gift for the newborn Babe, an ingredient of incense, expressed the hope that "incense owns a deity nigh."

...gift was in sad token of great sorrow to come, as by the ancients in funeral rites, symbolized the supreme gift of life and foretold His death upon the cross.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

...is celebrated, joyfully, prayerfully, solemnly, to its sacred meaning: The Child born in a manger, the Son of God, destined to take up the burdens of the world and bear them to the Cross, where He died that man might live forever.

...there was the shadow of Calvary.

teenth 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 chil-

dren receive their "Christmas" gifts on that day.

Merry Christmas



CHRISTMAS GREETINGS

To our wonderful customers, our sincerest thanks, and our wishes for a wonderful Christmas...

with laughter and good cheer.

Montgomery Flower & Gift Shop

Bonnie & Walton & Family

Ph. 454-7721
Belmont, Mississippi



Frankincense, Myrrh Make Precious Gifts for Infant King

...ment history, describes the first gifts — gold, frankincense and myrrh. After kneeling at the manger, they presented their treasures to the newborn Babe of Bethlehem.

...born mind, gold is as precious as silver, and myrrh is not as common as frankincense. Actually, frankincense and myrrh were used in the time of the Bible and they are still cost-

ly. 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."

"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

GREETINGS

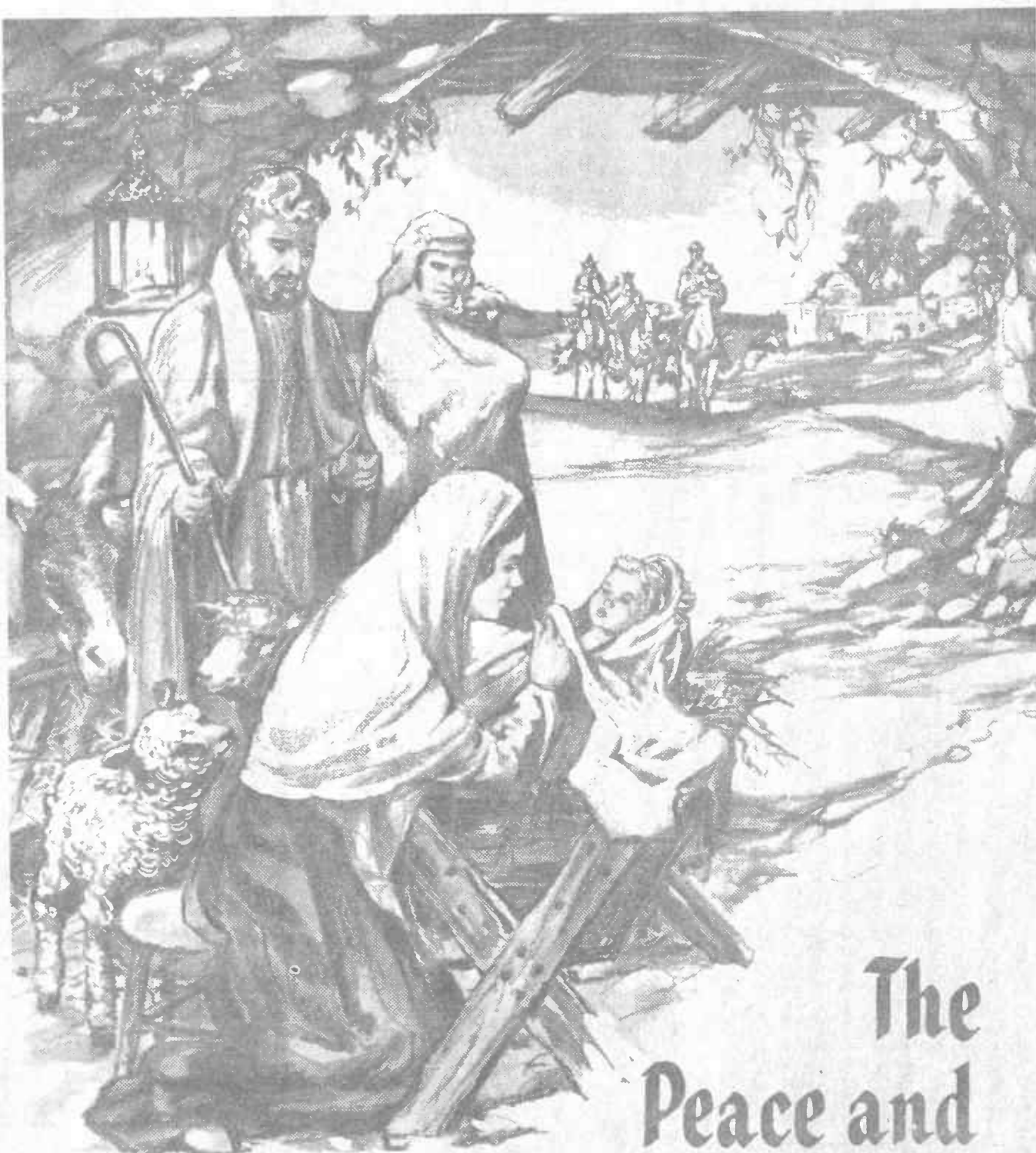
Times change... but the warmth of the Christmas spirit lives on forever. Enduring, too, is the gratitude we feel for the privilege of serving our fine customers.

May your Holidays be happy



WRIGHT INSURANCE AGENCY

Belmont, Mississippi



The Peace and Promise of Christmas

Humble shepherds and mighty kings gave witness to the wondrous event of the birth of the Christ Child, and knew the great joy and peace that fills every heart on Christmas Day. May this gladness and contentment remain with you and those near and dear to you, enriching your lives in fullest measure.

IUKA SHIRT COMPANY, Inc.

MAX GLASER, Owner

SEYMOUR GLASER, Sec.-Treas.

TROY D. HOLTSFORD, Plant Manager

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.

IN GERMANY

For German children the Christmas season begins with the hanging of a calendar showing a painted house, on December 1. Doors and windows of the house often hide pieces of candy.

ROASTING PEACOCK

Roast peacock was a Yule delicacy in medieval England. An early recipe directs careful removal of the peacock's head and skin so that the roast bird can be sewn back into it



METAMORPHOSIS OF SANTA CLAUS. FROM St. Nicholas in a monk's blue robe, to jolly St. Nick in a bright red suit, can be traced in the history of Christmas greeting cards — witness this 1909 card. The gift giver here, who looks somewhat like the modern Santa Claus, wears a red jacket, but his trousers, like St. Nicholas' robe, are still blue, and he is mounted on a hobby horse rather than a reindeer-drawn sleigh — the historical result of the introduction into American folklore, by early Dutch settlers, of St. Nicholas on a horse. The 1909 Santa carries his gifts in a straw basket, which later became the Christmas sack of toys. Cards shown are from the Norcross Historical Collection.

In Newfoundland

Citizens of Newfoundland show their Christian ethics with the Christmas custom known as "Fishing for the Church." On this day huge quantities of fish are caught and brought by the parishioners of a village to the church, where they are sold. Proceeds of the sale go toward buying firewood for the curate.

In Czechoslovakia

It's customary among the Czechs to break off a cherry tree branch, at the beginning of Advent. The branch is placed in a pot of water in the kitchen and kept in the warm air.

At Christmas time, it's hoped, the twig will burst into bloom and make a festive decoration.

In California

Communities as well as

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 was a rich meal ened with nuts. cluded corn, peas, squash.

The main course was a roast venison, pies, with baked partridges, black all served together.

Dessert consisted of maple sugar or and nuts, topped of boiled dried



"And Star the in the went ther it cam stood where the Child was they sa Star, they re with exceeding joy." As the of Christmas sh

the Wise Men long ago,

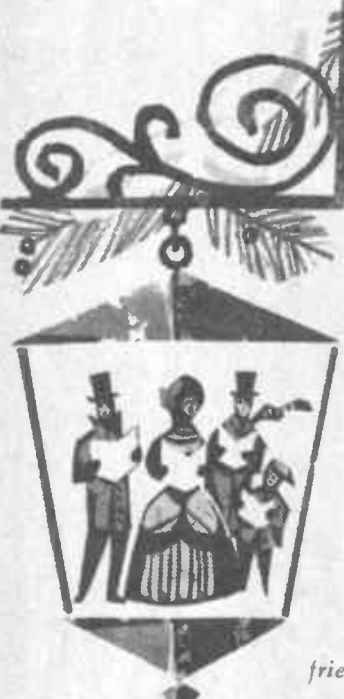
it shine now, in every heart and

Joy to You this Christmas

W. A. (Albert) Rhodes

Justice of the Peace

First District


a merry Christmas
To you and yours,
we extend our
cheeriest holiday
greetings and
our sincere thanks
for your loyal
patronage, valued
friendship and good will.

**O. B. Ginn
Service Sta. & Garage**

Golden, Mississippi


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

Perkins Monument Co.
Corinth, Mississippi


GREETING
A message for Christmas
To you, our good friends and customers, we're extending warm wishes for a bright and merry holiday season abounding with good cheer, fellowship and joy. And, with deep appreciation, we send along our many thanks for your thoughtful consideration all year. Serving you has indeed been our deepest pleasure and privilege.

AMERICAN OIL COMPANY
Russell Oil Company
Harold Russell, J.
BELMONT, MISSISSIPPI



COUNTRY LANDSCAPE COVERED WITH SNOW is traditional vision of Christmas cheer. Even in climes where snow never falls, dreams of a white Christmas dance in the hearts of young and old. With a little imagination, Christmas is always a winter wonderland.

The Holiday Has Many Rituals

Christmas comes each year, there is certain and only way to celebrate it. In addition to the many customs that are generally shared — lights, bells, trees, gifts, Santa, prayer and feasting — the special ways of observing the holiday are as varied and numerous as the communities and families involved.



Johnny Smith Gro. & Mkt.
Tishomingo, Mississippi



MOORE'S JEWELRY
Tishomingo, Mississippi

Often the history and culture of a community is the inspiration for the way it celebrates Christmas. In other cases the "customs" are consciously developed, in an effort to express the spirit of the season. It doesn't take long for these community projects to become well-loved, even "old-fashioned" traditions.

Volumes could be filled with an account of interesting community Christmases, each of them different.

Snow Scenes Say, "It's Christmas"

By ANNA MANG

Where the sun shines bright, the air is balmy and never is heard the disouraging howl of a blizzard, Christmas is still a winter wonderland.

In northern climes the plaint is, "We just don't have snow for Christmas the way we used to," and even in climates where decorated palm trees substitute for evergreens and holiday picnics are more likely than sleigh rides, snow and plenty of it seems an essential part of the vision of the Yuletide.

Country snow scenes are popular greeting card subjects and Christmas illustrations in Southern states, South American countries and many other places where snow seldom or never falls. Songs and stories tell of a Christmas world wrapped in wintry white.

Modern Marvels Have Their Rivals In Wondrous Playthings of Past

By ANNA MANG

One toy manufacturer, it is said, includes these instructions with "to be assembled" toys: "Caution: Adults, hands off! This toy can be assembled only by a child."

If Christmas doll-and-toyland is a strange and wondrous place for the not-so-oldsters of today, how would it have seemed to the child of yesterday? Would a little boy or girl of the 1880's, for instance, have found the modern array of toys and dolls amazing or bewildering?

To yesterday's child, the wealth of packages under today's Christmas trees might well have been bewildering. Until quite recently, Christmas gifts were few in number, though their very rarity made them at least as prized and cherished as the modern Yuletide bounty.

As for amazement, today's toys and dolls are marvels of mechanical ingenuity — yet that ingenuity would not have seemed so very strange to yesterday's youngsters. Complex though they are, modern playthings have their counterparts in the wonders of the past.



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.

TRIMM'S AUTO PARTS
Tishomingo, Miss.

In New Orleans

Carol sings are a traditional part of the holiday season in New Orleans. Many of them are held across the street from

St. Louis cathedral. This historic cathedral in the French Quarter is a focal point for the community's religious observances of Christmas.

Read your BIBLE daily



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.

Bell Gas Co.
CORINTH, MISSISSIPPI

MERRY CHRISTMAS



things go better with Coke

Coca-Cola Bottling Works

Corinth, Mississippi



at Christmas

May the true spirit of the holiday season bring blessings and joys to you and your family. May your hearts be forever light with faith, joy and contentment.

The Lamar Rutherford Family
Circuit Court Clerk - Elect

In Iceland

Since trees are scarce in Iceland, families must use their ingenuity in creating a Christmas tree. A pole with branches of greenery tied to it is the solution in many Icelandic homes. And the valuable real trees are saved for industrial use.

At the Round Table

Traditionally, the first Christmas feast in England was held at the Round Table of King Arthur. While the specific date is undetermined, references to the famous king in medieval legends have been traced back to as early as 600 A.D.

Across the Years, Music Reflects Holiday Joy, As Carolers Sing Traditional Songs of Christmas



"Carol, brothers, carol. Carol joyfully. With the coming of Christmas, almost everyone accepts the injunction of the old song to 'carol joyfully.' From special church services to family gatherings, a 'carol sing' is a traditional pleasure.

The custom of singing carols at holiday time is an ancient one — begun, perhaps, even before the first Christmas, at celebrations such as the Roman Saturnalia. Modern interest in music, and in learning to play musical instruments, has given carol singing a healthy boost. In most homes, at least one member of the family can be depended on to provide instrumental accompaniment for carols — and the instrument may vary from the old favorite piano to the currently popular guitar.

Music in any form has long been especially beloved as a means of expressing Christmas joy. Early Christian believers were forced to worship in secret — and therefore, quietly. Then, in the fifth and sixth centuries, Christianity came out of the catacombs — and exultation for freedom of worship was expressed in the glad ringing of church bells.

Early hymns and carols, however, were in Latin. Carol singing in its modern form — in the common language of the country — probably originated in 1223, when St. Francis introduced the first realistic replica of the manger scene, in the little town of Greccio, Italy.

From this beginning, the practice of erecting a creche or crib soon became a Christmas tradition in many towns. Around the representation of the first Christmas, villagers gathered to marvel, pray and sing. Often, the creche was constructed in a churchyard or on a public street. Thus it was natural for the worshippers to stroll away from the devotional service — formal or informal — and continue singing the beloved carols as they made their way home.

This spontaneous action may well have led to the custom of going from place to place to sing carols. And the more music, the better, was the rule. Any musical instrument, however humble, was a welcome addition and accompaniment.

In later centuries, the "wassailing" or "gooding" expeditions helped the growth of caroling. Singers went from house to house, receiving treats as rewards for carols.

Even oppression could not put an end to carol singing. When the Puritans abolished Christmas observances in England, printed sheets of carols were bootlegged for a penny. And poets and musicians went right on composing carols, as they do today.

Cards Came Late in Yule Traditions

Many of today's Christmas traditions began somewhere in the dim past, but the practice of exchanging greeting cards is just a little over a century old.

In 1848 William Maw Egley, a "starving" young English artist, came up with the idea of designing a Christmas card and reproducing it on pieces of pasteboard for the public to buy.

Egley's card showed a family Christmas dinner, formal dance, skating, carolers, almsgiving, a Punch and Judy show and other aspects of a celebration resembling the one in Charles Dickens' "The Christmas Carol," published a few years previously. Unfortunately, Egley's friends were not enthusiastic about his idea.

It's an Old Custom

Festive wreaths and garlands made of evergreens, cones and herbs are, nowadays, closely linked to the celebration of Christmas. The custom of making such garlands for gala occasions actually dates back to the ancient Egyptians, a thousand or more years before the birth of Christ.

At the White House

First National Community Christmas Tree in the U.S. was

placed on the White House lawn in 1923, while Calvin Coolidge was President. The tree was a spruce from Coolidge's native state, Vermont.

In the following year Coolidge presided at a ceremony under the sponsorship of the American Forestry association, to urge the use of living Christmas trees.

GROWING HOLLY

A holly tree grows 15 years before it produces, but its life may be as long as 125 years.

Warding Off Witches Led to Candy Canes

One of the most popular symbols of the Christmas holidays, candy canes, began with an old superstition during the Middle Ages. Europeans of that period carried glass canes filled with colored candies to distract evil witches.

Belief was that the evil ones

became so interested in the candies that the evil spells were broken and the canes were left behind.

In Norway

The Norwegians traditionally mark the beginning of the Christmas season before December 1st. The period the Julafred, or Christmas.

GREETINGS



Times change . . . but the warmth of the Christmas spirit lives on forever. Enduring, too, is the gratitude we feel for the privilege of serving our fine customers.

May your Holidays be happy

Mrs. J. W. Hiett
Miss Willie Leone Hiett
Iuka, Mississippi



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.

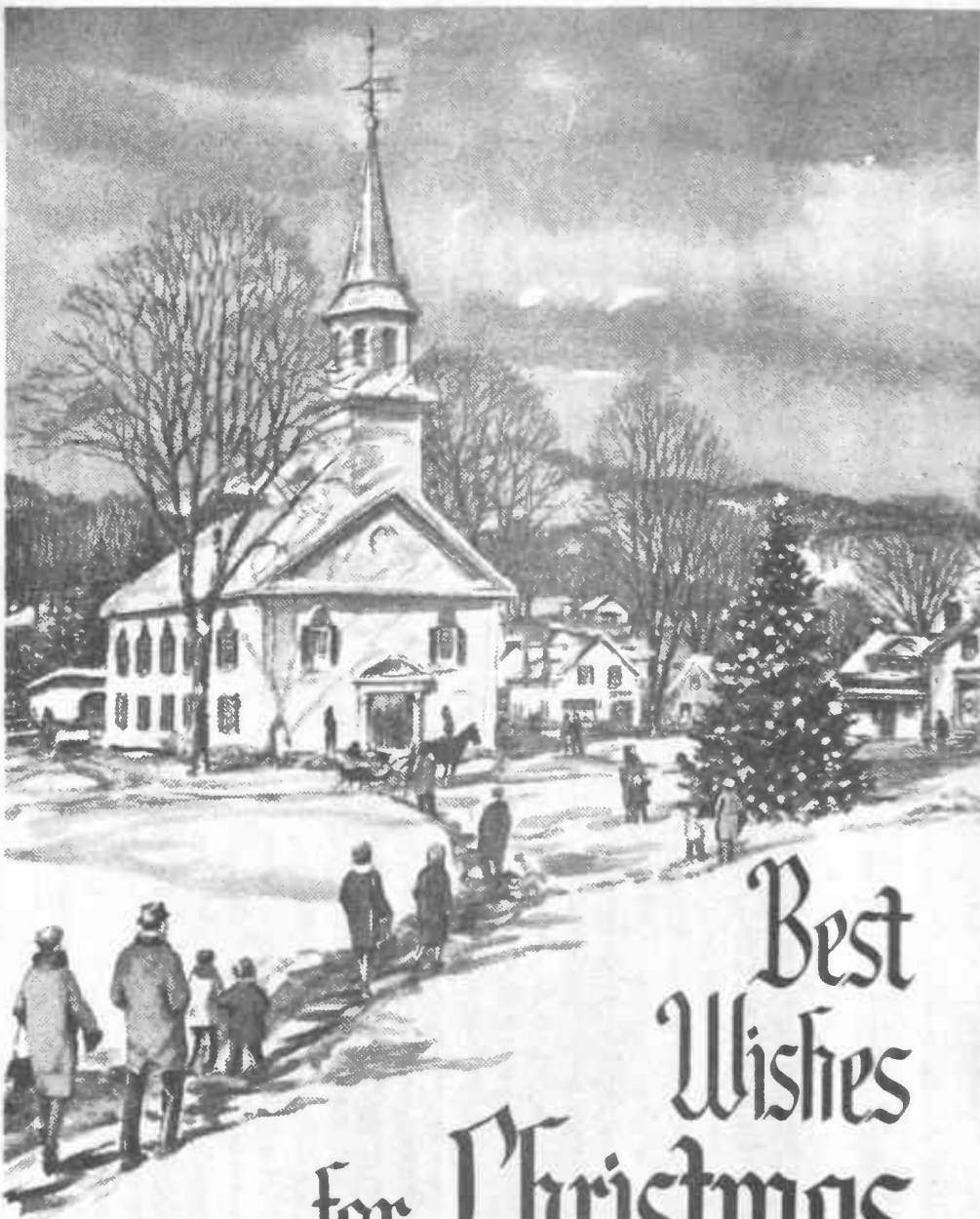
HAROLD'S
IUKA, MISSISSIPPI



CHRISTMAS GREETINGS

With genuine appreciation to our customers for their generous consideration, we take this opportunity to extend the season's greetings and good wishes to you and yours for holiday joy and happiness.

Tom C. Kinsey, Agent
Standard Oil Co.
Corinth, Mississippi

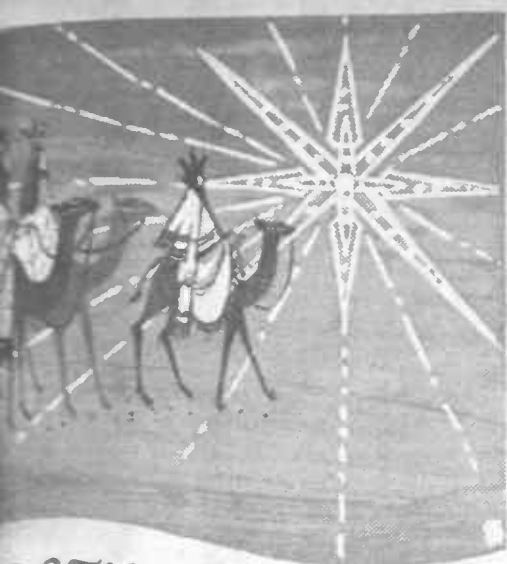


Best Wishes for Christmas

As we celebrate this joyous occasion of the birth of the Christ Child, let us remember especially the hope that was born anew and the love that filled the world on that first Christmas. May their light shine today, so that peace and understanding will prevail among men.

Tishomingo Grain Elevator

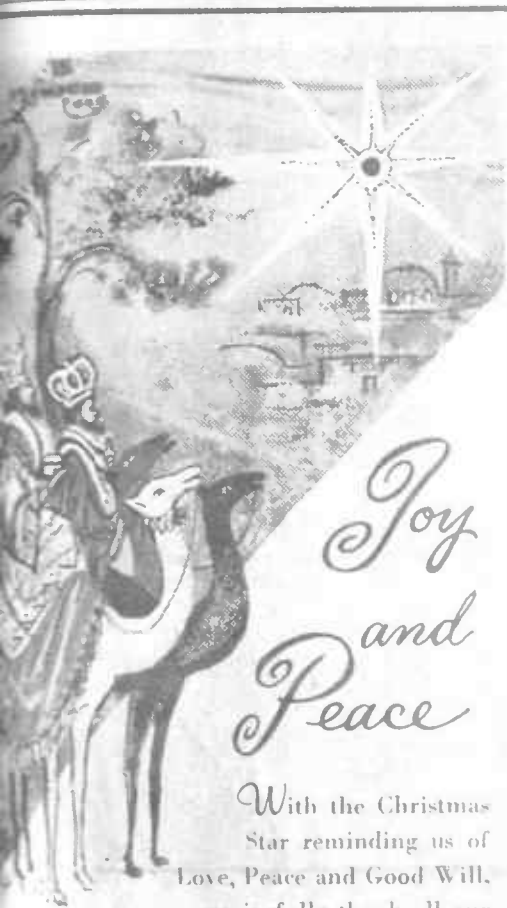
Mr. & Mrs. George Norton
Tishomingo, Mississippi



MEETINGS

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

& Mrs. W. A. Stevens
Representative-Elect Tish-Alcorn Counties



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.

Anderson's Cleaners
RUTT and SYBIL, Owners-Operators



We're sending you a package of wishes, brimming with cheery greetings for a warm and wonderful Yuletide, plus our many thanks for your loyalty and patronage throughout the year.

ka TV Cable Co.

Artistic Views Reflect 'Winter Wonderland'

In Bethlehem, it's the rainy season.

In Hawaii, Santa Claus might arrive by boat, and Christmas could be celebrated on a sunny beach. In Australia, Christmas is a time for picnicking — it's summer "down under."

Even in Northern lands, December 25th does not always provide the pleasures of a "white Christmas."

In spite of the varying climes where Christmas is observed, and in spite of the frequent shortage of ice and snow at the appropriate time, the traditional image of Christmas is, and probably always will be, a wintry, snowy landscape — celebrated in song and story, pictured in countless paintings.

The countryside under a blanket of snow, the hillside drifted deep in white, the trees bent down with snow or crystalline-bright with ice, the lakes, rivers and streams gleaming in ice-covered magnificence — these are favorite themes in holiday lore, and favorite dreams for all those who spend Christmas cozily among the conveniences of modern centrally-heated buildings and modern transportation.

The "winter wonderland" of ice and snow has been a frequent source of inspiration for artists. There's a wealth of winter landscape paintings that, although not directly associated with Christmas, seem to set the mood and reflect the spirit of the season.

In 16th and 17th century Holland, for instance, a whole tradition of landscape painting was devoted solely to depicting winter scenes — somewhat unusual since the winter weather of Holland is not especially cold.

For admirers of art and white Christmases alike, one of the definitive painters of winter scenes is Hendrik Avercamp.

Perhaps because he devoted his artistic talents exclusively to the winter landscape, Avercamp's paintings capture to perfection both the beauties and pleasures of winter. Bare branches of trees etch their patterns against expanses of ice, in contrast with the cozy cottages and, on the ice, the merry skaters, for an ideal blending of the cold weather and warm spirit of a winter holiday.

Of Avercamp's personal history, little is known. Records show that he was baptized in Amsterdam in January 1585, and buried at Kampen in 1634. His painting was influenced by the Flemish landscape tradition and particularly by Pieter Bruegel the Elder — a painter whose fascination with the winter scene did much to shape his landscape style.

The snow-covered hillsides seen in the work of the elder Pieter Bruegel contrast strangely with the flat, icy terrain of his native Holland. The explanation is to be found in travels which took him to mountainous lands.

Bruegel became a master in the Antwerp painters' guild in 1551, and shortly afterward journeyed to France and Italy, says the Grolier Book of Art.

In 1554 he returned from

Rome to the Netherlands, re-crossing the Alps on his way. The mountains and scenery of Italy made an immense impression on him, as reflected in the drawings he made at the time.

More than the "contemporary" Italian art, those mountainous vistas influenced his landscape style — and ultimately inspired Avercamp and other Flemish painters of the ever-wonderful winter scene.

Not All "Store Bought"

Preparing foods for feasting was doubtless fun — and hard work — in the good old days. But not all Christmas cookies, candies and fruit cakes today are "store bought." Many a family cherishes the tradition of having the children "help" Mother as the holiday goodies are concocted.

Even the ready-prepared foods have their traditions. For instance, some families deliver gift packages of cakes or candies to friends when they make Christmas calls;

Merry Christmas

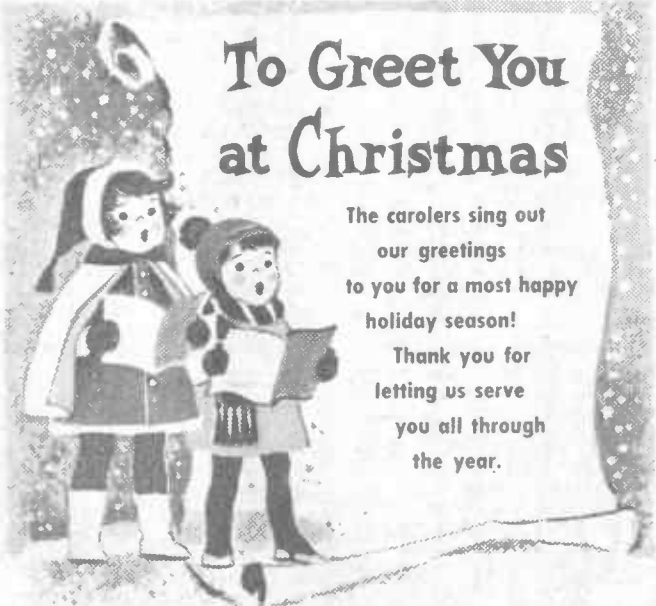
'White Christmas' Is Traditional

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

It was in 1941, the black-clouded war years had already begun, when Hollywood released a motion picture entitled: "Holiday Inn." The star of this movie was the ever-popular crooner, Bing Crosby. But perhaps the real star of "Holiday Inn" was the song written especially for the movie by Irving Berlin: "White Christmas."

Through the ensuing 25 years, over 100 versions of the song have been recorded by almost as many artists, yet "White Christmas" is synonymous with the name of Bing Crosby.

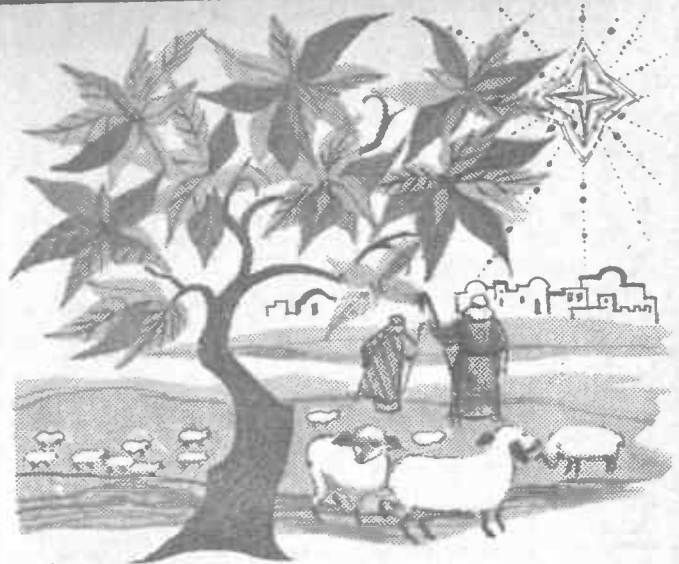
The poignant Christmas message that's found in the song has made it popular 'round the world. It has been translated into Italian, French, Chinese, German, Spanish, Hungarian, the Scandinavian languages, several Polynesian tongues and even Swahili.



To Greet You at Christmas

The carolers sing out our greetings to you for a most happy holiday season! Thank you for letting us serve you all through the year.

Dollar Discount Store
George & Lucille Page
Iuka, Mississippi



Rejoice

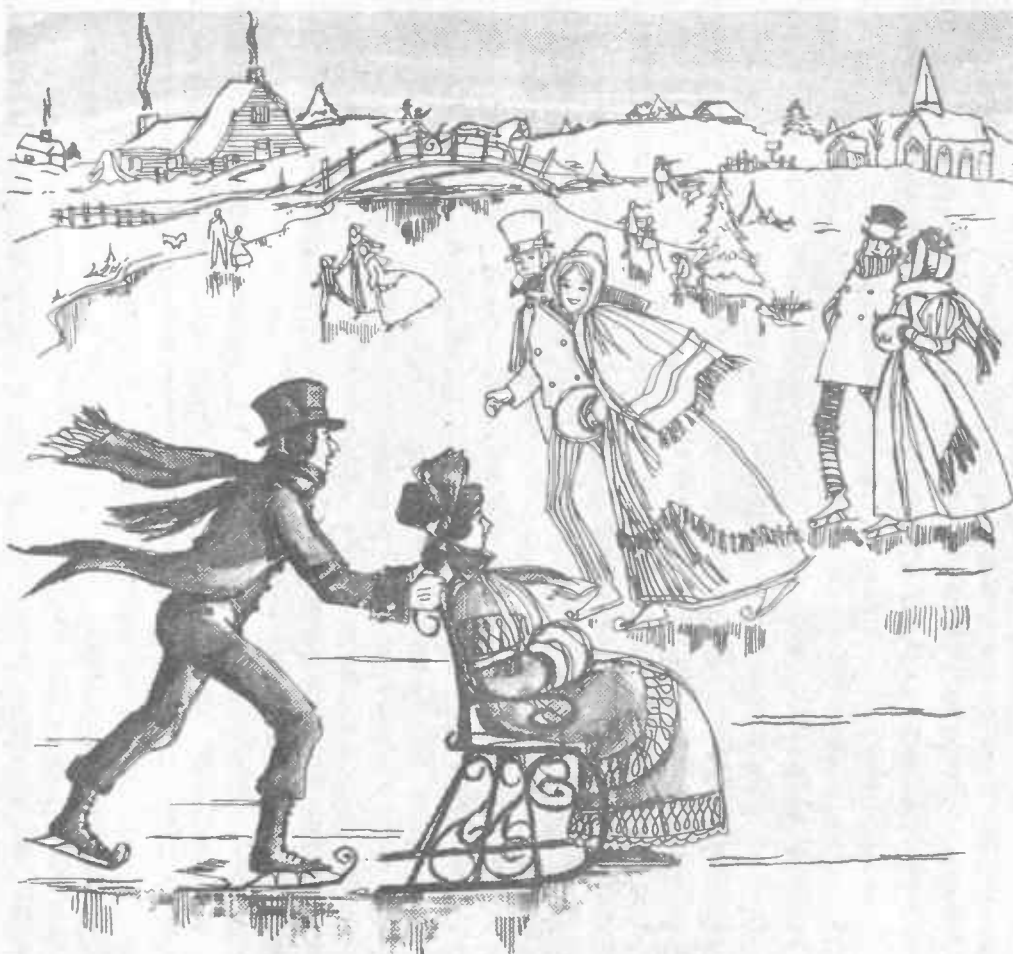
... for Christmas is here! One of the season's bright pleasures is exchanging holiday greetings. This pleasure is ours as we say, "Thanks" to our many loyal customers.

ROBBINS JEWELERS
Iuka, Mississippi



We've peeked in upon the setting for your very festive Christmas and couldn't help adding our Thank You for your fine patronage and a Merry Christmas greeting to all!

Higdon Shoe Shop
Iuka, Mississippi



A Very Merry Christmas

Here's to your happiness on this heart-warming Christmas Day. We're delighted and heartily grateful for the sincere loyalty and good will of our fine customers. Many thanks.

Gibson Discount Center
Corinth, Miss.

Bells, Bells, Bells

Through the ages, bells have served many purposes — announcing the approach of vehicles, for instance, or signaling the beginning of curfew. Early associated with churches, by medieval times the pealing of the bells had come to signify the rejoicing of the Christmas season.

An early custom was the tolling of church bells on Christmas Eve, during the hour before midnight. The tolling announced the death of Satan, and at midnight joyous peals told of the birth of Christ.

In England, where bell-ringing is an honored, family-taught art, the tuneful bells ring out at seven-thirty on Christmas morning.

It takes years of training and practice to learn the ringing of complex "changes," as the different chants and tonal combinations are called.

CHRISTMAS

Have you been looking these past few days for the spirit of Christmas?

Some say they find it in the stores and on the streets, or in the merry sounds of Christmas carolers.

We wonder, perhaps, if these individuals are not somewhat confused about the real meaning of the spirit of Christmas. It is not merely a feeling of joy and happiness . . . of contentment with one's self, and the world about. It is much more.

The spirit of Christmas is a realization. It is an awareness. It is a sense of the reality of our existence. It is the truth of life.

You can find the spirit of Christmas on the loneliest mountain in the world. Look

within your heart. Recognize the "why" of your existence and remember why Christ was born in Bethlehem.

You are a child of God and God so loved his children that he sent forth a Son to bring the promise and to show the way to eternal salvation. Remember this always and Christmas will live forever in your heart.

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.



For Family's Christmas Fun

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 fret 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.

About one-third of the minerals and vitamins present are lost when liquid in canned vegetables is poured off.

If you use an automatic dryer, take out clothes before they are bone dry. Over-drying sets wrinkles which increases ironing time.

In Italy, in the fifth century A.D., church bells rang on Christmas Eve to call Christians to worship.

This seemingly simple event had great significance, for it meant that Christians could worship in freedom, instead of in secret, as earlier suppressed.

tion of Christmas them to do.

Beset by cold and fear of hostile French explorers, French explorers and his followers observed a dian Christmas near what is now Quebec, in 1535.



"We three kings of Orient are, Bearing Gifts we traverse afar." As the holiday songs fill the air, we'd like to add our cheerful note: Good wishes to you and your family, and hearty thanks for your loyal patronage.

Blake Moore's Service Station
Belmont, Mississippi



the se
rejoicing, o
on earth, good will
We welcome the opport
greet our friends and cus
whose loyal good will we greet

SAM CURTIS
Standard Service Sta

101 Main, Iuka, Miss.



JOY at CHRISTMAS

"And they came with haste, and found Mary, Joseph and the Babe lying in a manger." As the sacred story of that Holy Night is told once again, let us rejoice in awe and wonder, for the glory of that moment, for the Miracle of Christmas.

Underwood Milling Company

Lois Underwood, Owner
Belmont, Mississippi



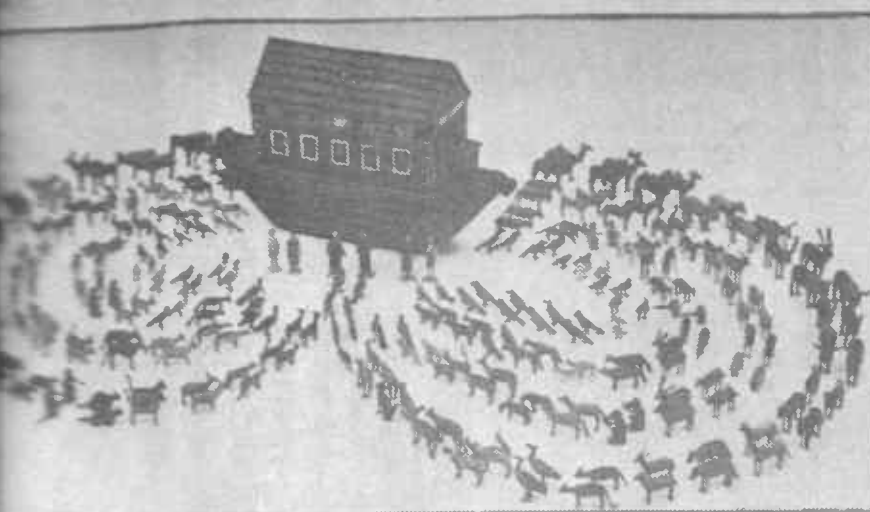
GREETINGS

Our warmest wishes to you and your family for a holiday season that's brimming with glad times and good fellowship. May your blessings be many, enriching your days and bringing you joy.

KING

Manufacturing Company, Inc

Corinth, Miss.



PRESENT 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.

Appears from Holiday Scene

...NA MANG
...are children,
...season, there's
...Christmas tree—
...gaily deco-
...branches
...a veritable
...gifts from San-
...
...the variety of
...entertain and
...youngsters is
...The toy
...seems, every-
...thing that a
...might see in his
...ago, the pic-
...different. Even
...tree itself was
...to be a part of
...scene. Around the
...nineteenth cen-
...day school move-
...to popularize
...Christmas
...at home was
...something a child
...granted.
...toys, under the
...usual gift
...one toy, and
...toy that mod-
...would recognize.
...to say, however,
...century chil-
...be pitied.
...toy, the "Noah's
...highly prized as a
...gift, nine-
...children found
...in great vari-
...Noah's Ark has
...from the wonder
...in the days
...nearly every
...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.

For Kissing

Secular and religious Christmas customs met in the old English "kissing bunch." This evergreen ball had mistletoe, for kissing, hung from the center. But it also contained small dolls to represent Jesus, Mary and Joseph, as well as an array of fruits and colorful ornaments.

How It Began 'Green Christmas' Traces Heritage To Ancient Times

A sprig of mistletoe, a holly wreath, an evergreen tree—these and other decorations of greenery come into homes at holiday time—and tradition blooms. The "green Christmas" is an ancient custom, more universally observed than a "white Christmas." In earliest times, at the pagan winter festivals, evergreens and winter-blooming plants were prized for their promise

of spring and the sun's return. For the first Christians, the same greenery symbolized life eternal. . . .
"The Holly and the Ivy." As the old Christmas carol indicates, both holly and ivy share an ancient heritage as holiday greenery. Early characterization of holly as masculine and ivy as feminine goes back to pagan games, with "the holly and the ivy" in friendly competition. A later tradition says that spiny-leaved hollies are "he" hollies, while the smooth-leaved plants are "she" hollies. The kind of holly brought into the home at Christmas determines whether "he" or "she"

will be head of the house for the coming year. . . .
"Rosemary, that's for Remembrance." When Shakespeare wrote this famous line,

rosemary was not only for remembrance—it was for Christmas decorating, too. Rosemary, a fragrant herb that remains evergreen in warm climates, is no longer used as a holiday decoration.

To Greet You at Christmas

The carolers sing out
our greetings
to you for a most happy
holiday season!
Thank you for
letting us serve
you all through
the year.

Belmont Dixie Queen
Percy and Jessie Pounders
Belmont, Mississippi

GREETINGS

*May the cheery sounds of Christmas
carry with them the warmest joys, and thanks
to you, our good friends and customers.*

Belmont Dollar Store
Vadron Pardue and Delbert Sparks
Belmont, Mississippi

A JOYOUS CHRISTMAS

the peace and joy of the first
Christmas shines across the years, we
bountiful blessings for you and
And to you, our sincere thanks
your patronage and good will.

Jim Kirk
Texaco Service Station
Iuka — Tishomingo

A message for Christmas

To you, our good friends and customers, we're extending warm wishes for a bright and merry holiday season abounding with good cheer, fellowship and joy. And, with deep appreciation, we send along our many thanks for your thoughtful consideration all year. Serving you has indeed been our deepest pleasure and privilege.

Liberty Super Markets

Iuka, Mississippi

CHRISTMAS GREETINGS



Gather round the festive tree, sing the songs of joy and cheer be glad of heart
and spirit, too...it's Christmas! In the fine tradition of the season, we extend greetings, simple and sincere,
to our friends and customers. Happy holidays, best wishes, and many, many thanks.

Luka Guaranty Bank

"Straight Ahead Through The Years"

Luka, Mississippi