

NOTICE

The Colored Barber's Association of Moore County wishes to announce that there will be an increase in price for all barber work beginning Jan. 1, 1964.

Please see list of prices which will be posted in all barber shops.

d12,19p

BILLIONS NOW SENT ANNUALLY

Christmas Cards Came Late In Yule Customs; Origins In England Noted

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 design-

ing 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, alms-giving, 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.

New Year's Apology

The "daddy" of all holiday cards was designed and etched in 1812 by J. A. Boerner, a young Londoner, who wanted to apologize to friends for his failure to pay a New Year's Day visit. Mr. Boerner's card made it clear he was tied to his home by depicting him with his coat caught in the locked doorway of his house.

In 1843, Sir Henry Cole, a busy English "missionary" of culture, hit upon the idea of sending out little missives at Christmas. John Calcott Horsley of the Royal Academy, famous for his campaign against nude art, designed the cards and Sir Henry sent out 1000 to friends.

In Early 1860's

It wasn't until the early 1860's that cards were issued for general distribution by a large English publishing company.

Christmas greetings were introduced into the United States by the Marcus Card company of London. They became popular immediately, and in 1874 Louis France, a German immigrant, started a Christmas card business at Roxbury, Mass.

At the turn of the century, he ceased publishing rather than compete with imports flooding the market. For the next decade or so the custom of exchanging cards fell out of fashion.

For Everyone

Only after World War One did American manufacturers begin to achieve success in the card business. Then inexpensive printing and lithographing processes brought Christmas cards within everyone's reach.

Despite its relatively recent start in this country, the custom has caught the fancy of the American public to the extent that it sends billions of Christmas cards every year.

The cards from regular manufacturers fall into two categories: general and religious. For 1962 based on what is printed rather than actual sales, 70 per cent of the cards are general and 30 per cent religious. In 1948, by contrast, about 90 per cent were general and 10 per cent religious—an indication that religious cards are growing in appeal. Interestingly, these figures hold true in every part of the country.

Santa Popular

In the Truman years (and let the social and political historians put these statistics in their I.B.M. machines for weighty conclusions), Christmas cards showing winter scenes, floral designs, cherubs, children (other than one's own, of course) and candles led Santa Claus in popularity. With the New Frontier, Santa Claus designs have jumped into first place, followed by such other motifs as boldly printed greetings without pictures, by animals and birds, candles, Christmas trees, ornaments and bells.

Images on religious cards are naturally more constant from year to year. According to the Greeting Card Association, Madonnas, manager scenes and the Three Wise Men have always been the front runners. Then come Bibles and rosaries, choirs, cherubs, shepherds and angels.

A survey of the Christmas card counters in department stores reveals immediately that there is a commercial card for everybody's taste.

For Good Cause

For several years, the noncommercial cards have moved forward in popularity. A number of nonprofit institutions are discovering that Christmas cards pay. Heading the list of cards that enable one to wish a merry Christmas while supporting a good cause—are those sold by the United States Committee for UNICEF—The United Nations Children's Fund.

Museums, religious institutions and other groups also issue such cards.

Robert Lee Beck Of Robbins Dies

Robert Lee Beck, 64, of Robbins died Saturday.

Funeral services were held Monday in the Mt. Zion Methodist Church with the Rev. Foster Loftin and the Rev. C. M. Upton officiating. Burial was in the church cemetery.

Survivors include his widow, Bertha Ritter Beck; one daughter, Mrs. Carthel Garner of Robbins; five sons, Fred L. of Ramseum; and William W., R. Mack, A. Jack and Jimmie L., all of Robbins; one sister, Mrs. Rufus Lawrence Seagrove; and 17 grandchildren.

With The Armed Forces

Dennis R. Foster, machinery repairman third class, USN, son of Mr. and Mrs. Charlie F. Foster of Long Point Road, Vass, and Marine Lance Corporal Earl Jones, son of Mrs. Bessie Jones, 880 W. Connecticut Ave., Southern Pines, are participating in a co-ordinated U.S. and Government of the Republic of China amphibious exercise titled "Big Dipper" while serving aboard the attack aircraft carrier USS Kitty Hawk along the southern coast of Taiwan.

The exercise involves some 3,000 Navy and Marine Corps personnel, 20 ships and 100 aircraft of the U.S. Seventh Fleet. These forces conducted amphibious and airborne landing assault over separate beaches, to destroy and expel a hypothetical aggressor force which has attacked and invaded Taiwan.

"Big Dipper" is similar to those exercises conducted periodically by units of the Seventh Fleet with SEATO and other allied nations in the Far East to improve their proficiency in coordinated amphibious warfare operations and to maintain working relationships with allied nations.

Marine Corporal Gerald W. Sanders, son of Mr. and Mrs. C. B. Sanders of Route 1, Eagle Springs, has been graduated from the Non-Commissioned Officer School, Division Schools Center, First Marine Division, Camp Pendleton, Calif.

The course is designed to instruct selected Non-Commissioned Officers in the effective methods of leadership and the training of subordinates and it also stresses general military subjects such as weapons, map reading, first aid and military tactics.

Marine Private Samuel C. Hart-Sell son of Mr. and Mrs. Roy S. Hartsell of Route 1, West End, has completed four weeks of individual combat training at the First Infantry Training Regiment, Marine Corps Base, Camp Lejeune.

While with the regiment all new Marines are trained in tactical and combat skills needed for battle. Emphasis was placed on the small unit tactics—the four-man fire team and the 13-man squad.

Ronald W. Cook, personnelman

third class, USN, son of Mrs. Mable L. Cook of Route 3, Carthage, recently reported aboard the Navel Training Center, Bainbridge, Md.

He will be assigned to a staff at the training center, where he will assist students attending one of the several schools.

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