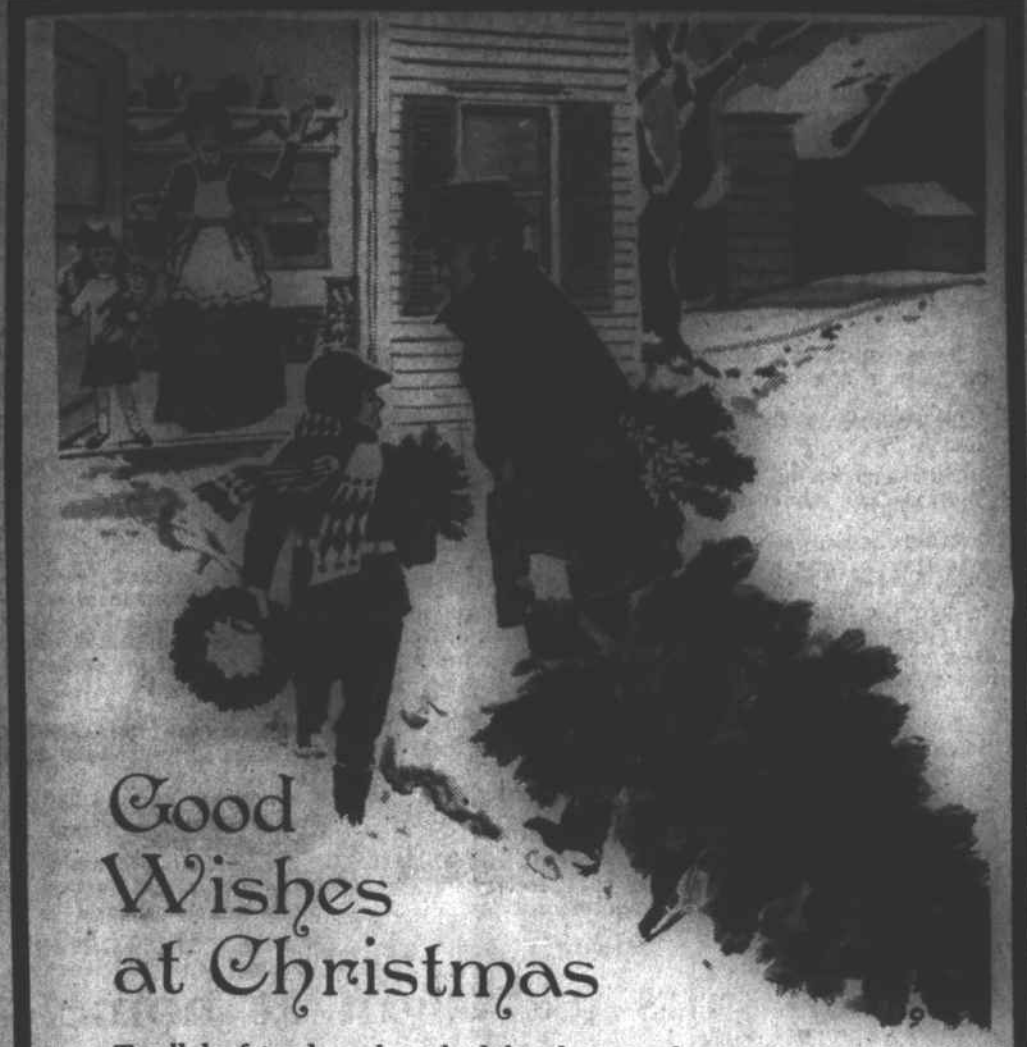


Merry Christmas



Good Wishes at Christmas

To all the friends we have had the pleasure of serving — wishes for a warm, old-fashioned, family-filled holiday.

Mrs. Christine Williams Davis
Register of Deeds and Staff

Geraldine W. Tucker
Judy S. Smith

Jenell Kirby
Julia H. Hinson

Jean H. Houston
Ruth S. Herring

Social custom of exchanging cards grows from one greeting in 1843 to more than 3-billion annually

Most of the traditions of the Christmas season have evolved over the centuries from so many obscure

sources and different cultures that their exact origins are almost impossible to trace.

But there is one outstanding exception: the exchange of greeting cards. This social custom, which is now almost universally observed, is one of the youngest of our holiday traditions.

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, the world's largest private repository of greeting cards and related memorabilia.

Safekeeping

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.

This was the golden age of Christmas in England, a time when the holidays were observed with greater reverence and more elaborate celebrations than in any period before or since.

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.

The year that Sir Henry's card appeared, incidentally, was also the year in which another of his friends, Charles Dickens, published "A Christmas Carol," the immortal story of Ebenezer Scrooge, Bob Cratchit and Tiny Tim.

The first Christmas card had three panels. The large center panel showed a family dinner gathering and the two side panels illustrated the still popular holiday charities of feeding the hungry and clothing the needy. Beneath the illustrations was the universal greeting: "A Merry Christmas and a Happy New Year."

Well researched

An American antiquarian and international authority on greeting cards, Carroll A. Means, of Woodbridge, Conn., was instrumental in the research that proved the Cole-Horsley to be the first Christmas card. And in 1959, Means was commis-



TWO PRICELESS CHRISTMAS cards. Top, the first card ever produced for the holidays. Bottom, another early version of Yale greeting card.

sioned to institute a search for copies of the original.

That year he traced one specimen through the family of Sir Rowland Hill, founder of penny postage in England, and two years later, Means brought the second Cole-Horsley to this country, the unsigned specimen.

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 the forebears of Santa Claus), plum puddings, holly and mistletoe.

At this point, the production of cards coincided with use of ornamental paper and color reliefs. They were usually either lithographed in copper-plate engravings or colored by hand, as was the Cole-Horsley.

Followed trend

Lithographs were crudely stenciled in color, cut out and pasted on the cards, and plain embossed reliefs were tinted. The cards at first to the Victorian trend toward embellishment. "Frosting" was a new method of decoration.

It was originally produced by a substance made from fine glass blown into bubbles and then burst.

At the end of the 19th Century, a decoration known as "jeweling" became popular. This effect was obtained from a thin film of copper which was heated after being chemically treated.

Lace paper was also used extensively. And ultimately, just about every other means of decoration was used including natural grass, seaweed, dried flowers, crevel-work, velvet and chenille, and anything else that could be adhered to paper.

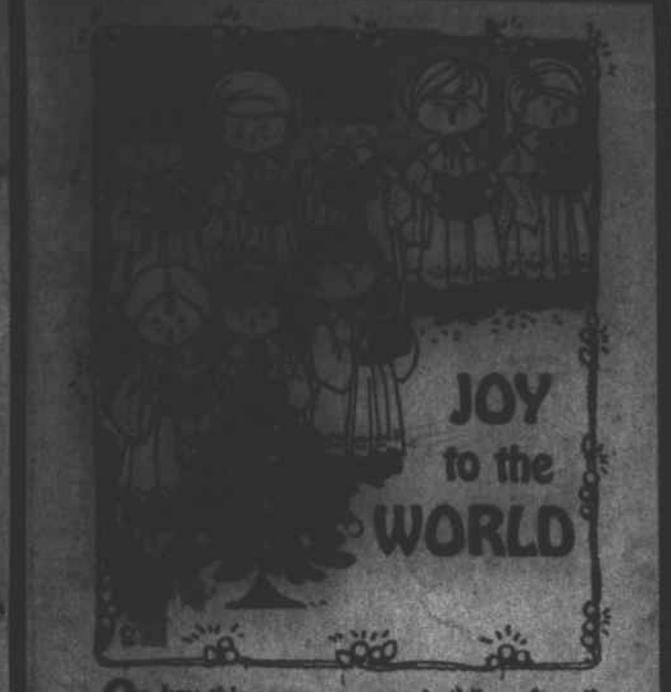
The first Christmas cards were introduced in America

in 1875 by Louis Prang of Boston, a German immigrant.

Social custom

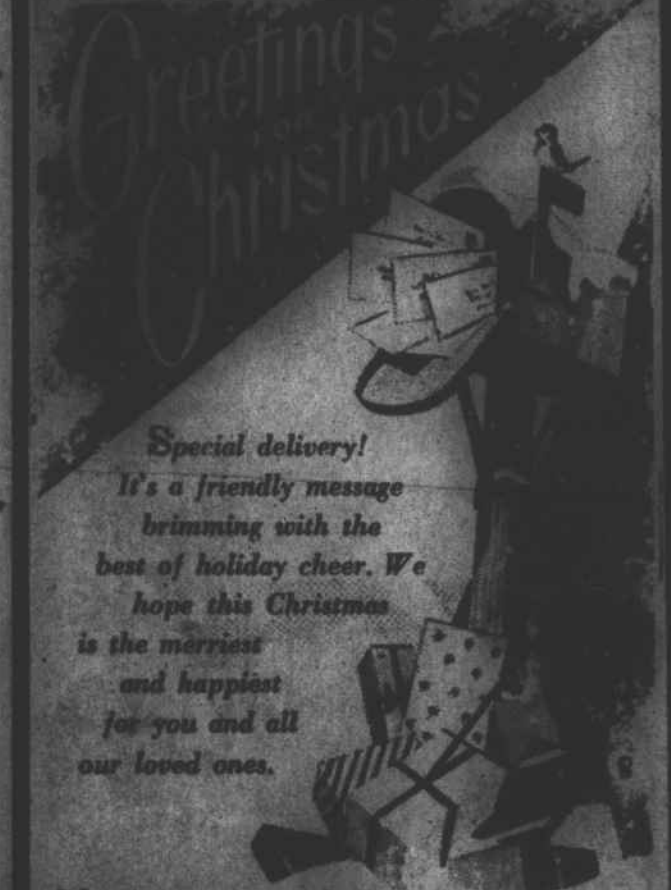
Except for a brief period in the early 1900's when post cards enjoyed a spate of popularity, the exchange of greeting cards, and especially Christmas greetings, has developed steadily in this country into an established social custom.

In recent years, an estimated three billion cards are sent each Christmas season in America. These gay missives, composed of myriads of color, design and expression, play an important role in creating annually the festive spirit of the holiday season at home and also serve to reunite distant friends and relatives.



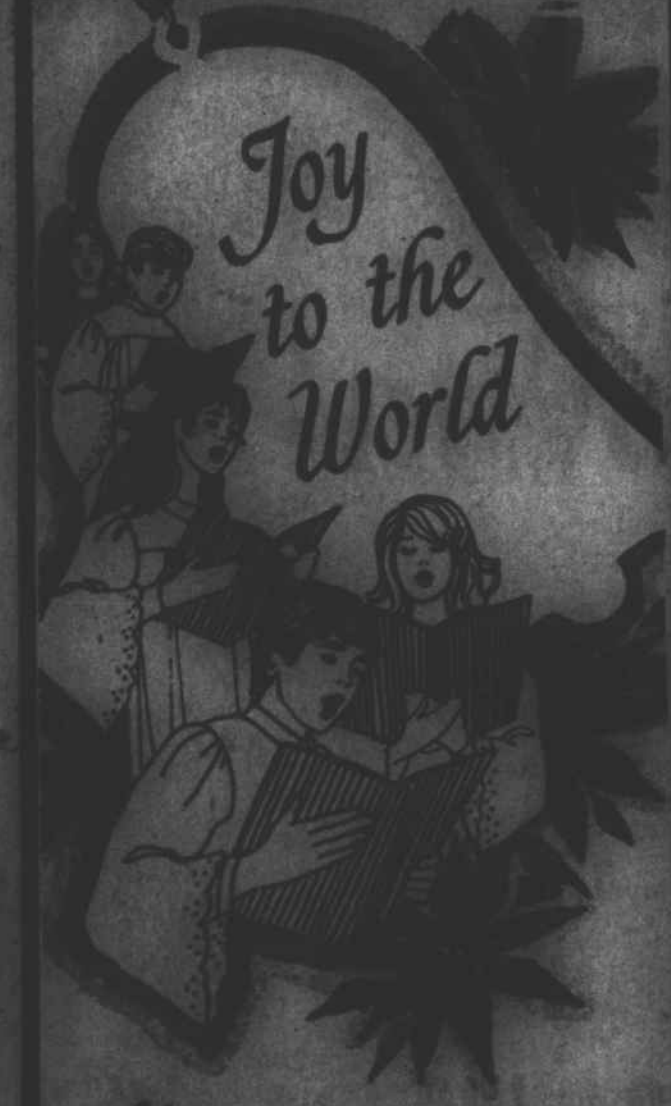
On this season... good things for all, and a warm "thanks," to our many patrons.

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Special delivery!
It's a friendly message brimming with the best of holiday cheer. We hope this Christmas is the merriest and happiest for you and all our loved ones.

Simpson's Mens & Ladies Shop
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May joy fill your heart and enrich your life this Christmas Season. We extend our warm thanks to you.

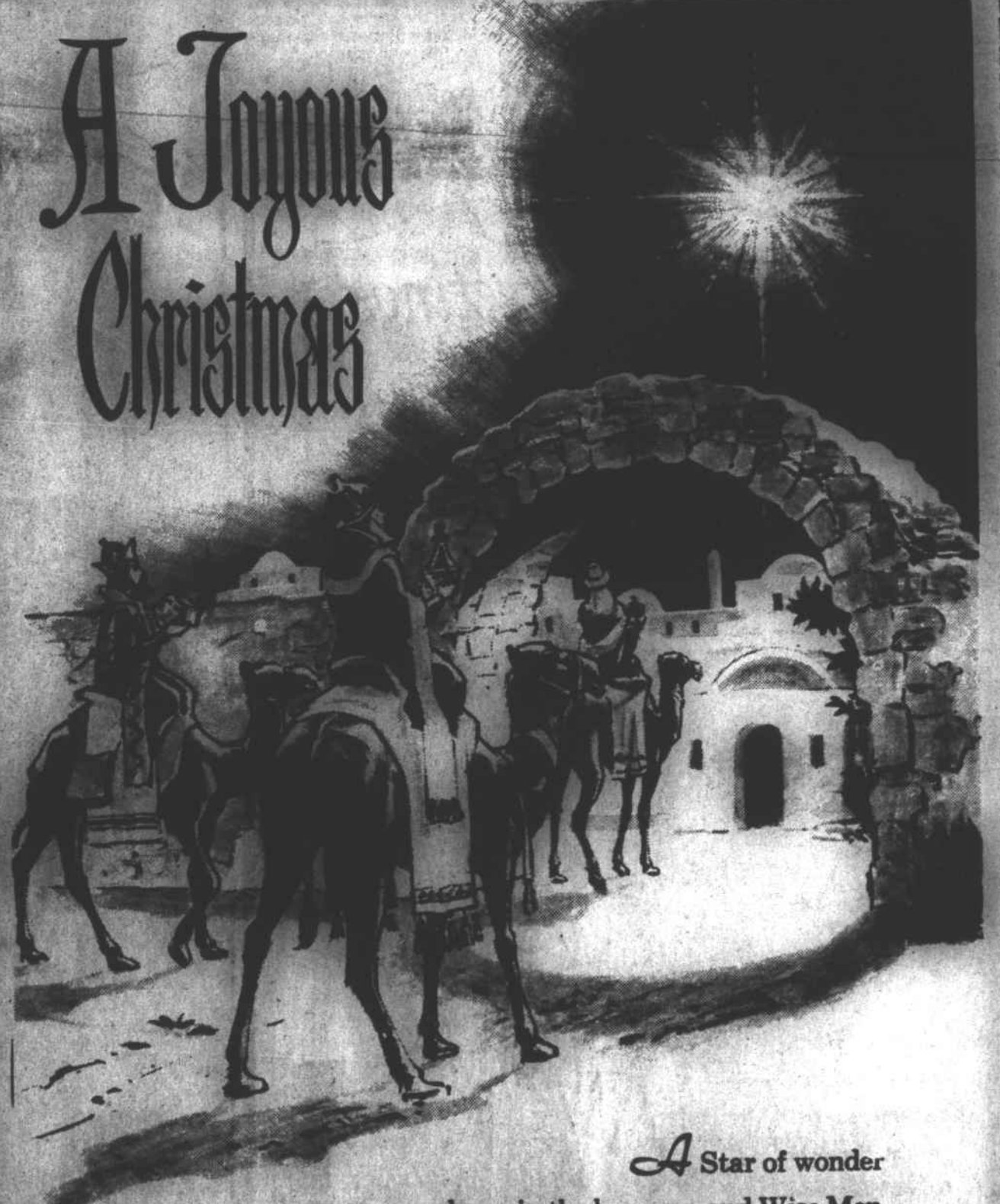
Brinkley Implement Co., Inc.
Wallace, N. C.



Merry Christmas
&
A Happy New Year
To All
From The Clerk Of
Superior Court and
Office Personnel

John A. Adams
Bertha Wiley
Neil West
Thomas McGowan
Billie Reed

Leslie Hines
Dorothy Walker
Whitney Jones
Sila Henry



A Star of wonder shone in the heavens, and Wise Men from the East came to worship a newborn King. May this spirit of reverence and rejoicing spread its wonder throughout your daily lives. Merry Christmas to all our friends and cherished patrons.



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