

### Spirit Of Christmas Rules In 1963 Community Celebrations

It's Christmas time! Every store, in homes aglow with light, where glad sights and sounds re- and festive with evergreens, fleet the spirit of the season, as churches where the manger scene this community celebrates the hills anew the wonderful old sto joyous holiday.

The spirit of Christmas is seen, in Bethlehem nearly two thou in gaily decorated streets and sand years ago

The spirit of Christmas is heard, in bells ringing out from street corner to steeple, in happy voices singing all the songs of the season, from old familiar carols to the more solemn, but at the same time joyful, anthems, cantatas and oratorios.

The spirit of Christmas is felt, as last minute preparations for the big celebration are made. There are always, it seems, some packages still to be wrapped, some final trimmings to be put on the tree, some part of the Christmas pageant or choral program that needs just one more rehearsal, some extra touches to make the Christmas feast absolutely perfect.

In the midst of the hustle and bustle, the spirit of Christmas shines through in all its many meanings.

The spirit of Christmas means laughter and joy—best expressed, perhaps, by the faces of children, eager and smiling as they wait for Santa, full of reverent wonder as they hear the Christmas story and see the manger scene.

The spirit of Christmas means giving, with love wrapped into every package. And it means sharing—the riches of thoughtful consideration and genuine interest, as well as time and money—with the aged, the ill, the needy and unfortunate.

The spirit of Christmas means a warm renewal of family ties and close friendships, and an enjoyment of traditions treasured through the years. The customs each family creates for itself, as well as the traditions garnered from the lore and legends of Christmas.

**Naming the Day**  
As a holy lay and a holiday, Christmas means both prayerful worship and festive merrymaking. The holy meaning of the day

is expressed in its name.

The Latin name for Christmas translates as the Feast or Birthday of Our Lord. The English Christmas means the Mass of Christ, a meaning which is closely paralleled by the Dutch "Ker-mis." In Germany it's "Weihnacht," or sacred night.

The French "Noel" has several possible meanings—news, birthday or a "shout of joy." Whatever the exact origin, there's no question that Noel now means Christmas.

**How the Tree Grows**  
When the German Prince Alfred married Queen Victoria, he carried the custom of the Yule tree to England, and from there

it spread by imitation and immigration to the United States and Canada.

The German origin is appropriate, since it was in Germany that the English missionary St. Boniface, formerly a monk named winfrid, first instituted the decorated fir tree, a tribute to the Christ Child, as a replacement for the sacrifices made to the oak, which was sacred to the pagan god Odin.

**When Caroling Began**  
With the joyful strains of "Silent Night," "The First Noel" and other beloved carols, today's carolers carry on a meaningful Christmas custom that originated centuries ago.

As early as the fourth century A.D., a musical poem was sung in honor of St. Basil and his victory in the fight for Christianity over the Byzantine emperor Julian. In Greece, legends of St. Basil were later put to music and sung at Christmas and the New Year.

The first real Christmas carols, however, were probably sung in the Italian mountain village of Greccio when St. Francis of Assisi created the first manger scene in 1223. He and his brethren led the villagers in singing hymns of praise to the Christ Child.

**Source of Giving**  
Giving gifts at the Yuletide season has many precedents. In the years before Christ, Romans gave branches of laurel, olive, myrtle to each other at the Saturnalia, a pagan festival that occurred about the same time as the present date of Christmas. In England and Northern Europe, Druid worshippers tied gifts on

### Eubanks Completes School

Douglas D. Eubanks, a salesman on the staff of Southwell Motor Company, Kings Mountain, has been certified as a graduate of the retail salesmanship course conducted in Winston-Salem recently by a staff instructor of Ford Motor Company's Atlanta Marketing Institute.

Certification of course completion was announced by L. C. Brock, director of the Ford Institute.

The week-long course was taught by R. E. Busch, Institute instructor. Subjects range from management and merchandising courses for dealers and their department managers to salesmanship and specialized workshops for staff members.

The Atlanta Marketing Institute annually enrolls more than 2,500 sales specialists of Ford Motor Company products from a ten-state area.

trees during the Yule festival held at the winter solstice.

Roman emperors often demanded Yule gifts of clothing, gold and silver from their subjects, and so did the kings and queens of medieval England. It is said that Queen Elizabeth I gained most of her wardrobe through these compulsory gifts.

In later years the idea of giving in a spirit of kind-hearted generosity developed.



QUIET COUNTRY LANDSCAPE WITH SNOW is traditional vision of Christmas cherished by most folks. Even in climes where snow never falls, dreams of a white Christmas dance in the heads of young and old. With a little imagination, Christmas is always a winter wonderland.

### Lithographer Fathered Cards

To Louis Prang, a native of Breslau, Germany, goes the credit for being "father of the American Christmas card."

Prang, a lithographer who began a greeting card business in Roxbury, Mass., exhibited his own cards at the Centennial Exposition in Philadelphia in 1876. He then had the idea of holding an annual competition to obtain the best of American art for cards.

Hundreds of paintings were

entered in Prang's contest, for prizes from two hundred to one thousand dollars. Winners, with two exceptions, were artists born in the United States.

Women artists were well-represented among the winners. Rosina Emmet was the mother of the late author and playwright, Robert Emmet Sherwood. Others were Dora Wheeler, Anne Morse, Lizabeth Humphrey and Florence Taber.

The group of 20 Prang prize cards owned by Norcross, Inc., greeting card publishers.

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KINGS MOUNTAIN, NORTH CAROLINA

Dear friends,

We take this means of wishing you and yours a happy Christmas Season.

The world needs Christmas. There isn't enough...never will be enough...of the spirit of doing for others.

May this Christmas bring you joy, peace and contentment.

Sincerely,

*J. Allen Harris*

MEMBER BY INVITATION NATIONAL SELECTED MORTICIANS



# A Very Joyous Christmas

Across the years, the blessed Nativity renews in our hearts the message of spiritual joy and peace. We extend to you and your loved ones our sincerest wishes that you may experience to the fullest the wonders of this Holy Season.

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# Christmas Blessings

Hearts are gladdened and faith is reaffirmed, as we celebrate His Holy birth in a humble manger. Now may all blessings of Christmas be with you.

**McGinnis Furniture Co.**