

Illinois Valley News

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M. C. ATMEY Editor

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THE NEW YEAR

With a World War being waged, and the United States furnishing most of the equipment and men to fight it, it might seem that we have a very gloomy New Year staring us in the face, but this is not so.

The darkest cloud has a silver lining behind it we are told, and the clouds are not so black, they could be much blacker, so we have much to be thankful for and much to look forward to.

Those of us who are left behind to keep the wheels running for the boys on the fighting fronts, must come to the realization that we are going to have to make further sacrifices of our time, our energies, our pleasures, our daily lives. And these sacrifices are as nothing to what the men on the battle lines are making, or even those who are in the forces bringing up supplies for the fighting men. The men in the rear are not having a picnic. We are the ones who are having the picnic, if there is one, and we don't know it, at least some of us don't appreciate it.

The New Year holds much promise for the future. We confidently expect the war with Germany to be over in this New Year, so we can turn loose all our efforts in cleaning up the Japs, and when we finally get started with them, it should not last long, perhaps a year after the Germans have been whipped. So the New Year, even at its worst with a World War, has much promise for a brilliant future—the future all Americans love and will fight for.

If you have any resolutions to make, be sure the most important one is to do everything you can at home to help win this war. Do our tasks the best we know how, and we can rest assured that success will crown our efforts.

We wish each and every one a Brilliant and Happy New Year, and to the boys in the service — God keep you and help you and bring you all back safe to your families and loved ones.

Spirit of '44



It is on New Year's that we keep "open house"—a happy old traditional custom. On such occasions how important that one's home be inviting and comfortable. In serving the public it is our desire to impart as homelike an atmosphere as possible.

To all whom we have thus served, to all whom we may serve in the future, we send the season's greetings from the House of Hamrick.

H. & L. CAFE
 NEW YEAR'S DAY TURKEY DINNER—\$1.00



Best Wishes

★ Happy New Year to the people of the Illinois Valley! We want everyone to know that we regard the popularity of this store not only as an honor but as a grave responsibility. We will meet that responsibility by making every effort to improve our service in 1944.

Harry Floyd — General Merchandise
 MR. AND MRS. HARRY FLOYD
 Holland, Oregon

Spirit of Hope Symbolizes All New Year Rites

The observation of New Year's is universal, and although the precise date of its solemnization may vary among different races and creeds, the spirit of hospitality and hopefulness prevails traditionally.

Prior to China's adoption of the Gregorian calendar, the Chinese New Year was celebrated during the time of the first moon—around the first of February. Traditionally, all debts must be paid by midnight on New Year's Eve or "face" is lost on New Year's Day. In the old days, the celebration began a week prior to the Eve when homage was paid to the Kitchen God and climaxed on the "fifteenth day of the First Moon" by "Teng Chieh," the Feast of Lanterns. The progression of festivities was accompanied by good conduct among young and old, parties and exchanges of greeting cards.

Hindus Celebrate in April. The Hindus use a lunar calendar and solemnize their New Year toward the last of April. Many of the devout make pilgrimages to the Ganges and other holy streams for the purpose of washing away their sins, others offer propitiatory gifts to the gods in local temples, while feasting, exchanges of calls and greeting cards prevail.

Rosh Hashana, the Jewish New Year, is one of the highest of Orthodox holy days. Also known as the Feast of Trumpets, the sounding of a ram's horn, the Shofar, calls the faithful to worship, reminding them of God's providence in caring for His people and rededicating them to His service. Rosh Hashana commemorates the Day of Creation and special prayers are offered in the synagogues for the restoration of Zion. In the home, the head of the house prays in behalf of his family over an apple or round loaf of bread which has been dipped in honey: the roundness thereof symbolizing the desire for a smooth and prosperous New Year.

January "Two-Faced." The Gregorian month of January is the namesake of Janus, the two-faced Roman god accredited with the ability to look backward and forward simultaneously. New York City, on New Year's Eve, reflects the gaiety, toasting and meditation traditional to New Year's celebrations around the world.

The streets, particularly Broadway, are thronged with thousands of festival-minded persons, the hotels, etc., are crowded with parties, and many gather in churches to welcome the New Year in prayer. As the clocks strike twelve, the noise-makers are blown full blast accompanied by the whistles on every ship, tug, etc., in the vicinity, joined by those of the surrounding communities.

Honor Norse Goddess. Once upon a time, long before the Nordic tribes were converted to Christianity—maybe even before the Saviour was born—the tribesmen decked their lodgings with evergreens in honor of Hertha, Norse goddess of the home and domestic affairs. Hertha paid her annual visits during the time of the Winter Solstice and descended through the smoke which curled upward from the fir boughs burning upon a special altar of flat stones.

When the family and serfs were gathered before the blaze, Hertha would direct the person wisest in lore and legend to foretell the fortunes of those present.

For centuries the legend of Hertha's slippers survived in Germany. Cakes, baked in the shape of a slipper, were filled with candy and small gifts. Given to maidens and children, the slippers of Hertha supposedly bestowed the qualities of virtue, health and beauty.

American children may have never heard of Nordic Hertha, but rarely does a youngster hang up his Christmas stocking without worrying whether or not Santa Claus will be able to squeeze down the chimney.

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What You Buy With WAR BONDS

Para-Ski Troopers

When will this war end? Nobody knows, so the Army is continuing its training of Para-Ski Troopers. They're parachute troops who know their way about on skis or any other place in snow covered mountainous country.



A great measure of the success of Russia's victories last winter is attributed to these troops who move with the silence of a snowflake. Our work on the home front is not so hazardous as that of the Para-Ski Troopers but it is important that we perform our daily tasks and make every effort to increase our regular purchase of War Bonds.

U. S. Treasury Department



SOME DAY SOON WE hope to thank you personally for your kindness to us during 1943. But right now, with the Spirit of New Year's in the air we want to say

HAPPY NEW YEAR

Barton - Womack Lumber Co.
 O'Brien, Oregon

Keep on Backing the Attack with your purchases of WAR BONDS. Give War Bonds for Christmas.



★ The first Union Flag of 13 stripes was unfurled by George Washington on New Year's Day, 1776. This is another good reason for rejoicing at this time, for Old Glory is a symbol of freedom wherever it waves.

So, Happest New Year to you, and God bless you, one and all!



ROGUE RIVER HARDWARE
 Grants Pass



WE can hardly wish you 366 SUNNY days during 1944, but we can and do wish you 366 HAPPY days. We hope that the coming year brings you more true happiness, true friendships, and more opportunities than any year that has gone before.

★ ★ ★

Carner's Automotive Service Co.
 Mr. and Mrs. Tyrell Carner
 Grants Pass, Oregon



Our entire business has been built upon friendship. We look upon all our customers as our friends, and are determined to give them the friendliest service possible. It is our aim to wrap up a little friendliness in each transaction.

Thanks, friends, one and all, for the privilege of serving you. And we want to say right now, as fervently as we can say it . . .

HAPPY NEW YEAR

SAMMY AND JIGGS
 Camp Muir Cave Junction, Oregon