



Greetings

Coming to you this Yuletide are our warmest holiday greetings and good wishes for a joyous season.

PRUYN'S AUTO REPAIR

SPIRIT OF CHRISTMAS SPREADS GOOD WILL AND GOOD CHEER

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.

Today, nearly everyone celebrates Christmas because Christmas belongs to everyone.

For the Christian believer, Christmas is cherished as a religious holiday of paramount importance, and as a time meant for joy and festivity, too.

For people of many different faiths, Christmas is beloved as a happy holiday, a secular celebration that gives meaningful expression to universal good will and good cheer.

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.

Sending Greetings

Perhaps even more than the giving of gifts, the sending of Christmas greetings symbolizes the seasonal spirit of good will.

The personal exchange of good wishes at holiday time is a custom that's older, probably, than Christmas itself. In ancient winter festivals the renewal of the earth at the coming of spring was linked with the

renewal of friendships.

Though greetings and Christmas have long been associated, the printed greeting card is a relative newcomer to the Yule scene--introduced little more than a century ago. Nowadays, Christmas greeting cards go out by the billions, carrying their messages of "happy holiday" and "best wishes."

In the glad tradition of sending greetings, today's edition of this newspaper presents the special greetings of local merchants, as they express their good wishes and gratitude to customers and friends.

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.

Who's Pelsnickle?



PELSNICKLE "rewarded" naughty children at Christmas, says legend. Here, he's pictured as he appears in the Doll Library.

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,

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FANGEN FLORAL



Many thanks for your loyal friendship and patronage. If good wishes were snowflakes, we'd snow you under a blizzard of them! Have a wonderful holiday season!

GATE CITY CLEANERS



Blessings...

Every Christmas candle beams the light of the Star that shone over Bethlehem the night when Christ was born. May the holy, blessed meaning of that Birth be reflected in this Christmas season, for you.

Malheur Home Telephone Company



Season's Greetings

...and warmest wishes to all our friends

Twilight Cafe and Lounge
Fred and Jennie Bennett



MERRY CHRISTMAS TO ALL!

We've good wishes galore for everyone at Christmas! And if our wishes come true, you'll enjoy the merriest holiday season ever.

Cascade Natural Gas Corp.



A MERRY CHRISTMAS

It's the happy season, time to rejoice in good fellowship and in the spirit of the first Noel. To our patrons we extend a hearty Thank You.

EAST SIDE MARKET



Wishing you all the joys of the Christmas Season, and sending you our sincerest thanks for allowing us the privilege of serving you.

NYSSA IMPLEMENT CO.
CARL BARCLAY



Greetings

...and our heartfelt gratitude for your kind friendship and patronage during the year.

Chef's Motel and Beauty Shop



Christmas

To all our loyal customers, may peace, joy, contentment ring out clearly through your Christmas.

Mildred's Beauty Salon



To Thank You and Wish You Merry Christmas

Ideal Gas & Appliance

"Locally Owned . . . Locally Operated"

WILTON C. and MARGERY JACKSON



Season's Greetings

Happy holidays to you and yours! We send warm wishes by the heartfelt, with the hope that the joys of the season may long endure.

Many thanks to our loyal friends! Your patronage has made this year a wonderful one for us, and we are sincerely grateful.

MICHAEL'S PHARMACY
"CHUCK, MARLENE and EMPLOYEES"