

Manger Is Theme Of Latin Yule

Though Santa and gaily decked trees often appear nowadays in Central and South America, Christmas is traditionally a time for religious observances.

Mass, at midnight on Christmas Eve or early Christmas Day, forms the

heart of the holiday in Latin America, and the creche or manger scene marks the season throughout churches and homes, say the editors of the Encyclopedia Americana.

Bountiful feasts, processions and other special events may provide a festive note, but custom says that gift-

Naming Santa

Santa Claus is a tradition—a pleasant one, indeed. And, traditionally, he owes his name to a gift-giver of the past.

St. Nicholas, a fourth-century bishop who became the patron saint of children, was noted for his generosity. His Dutch name was "Sinter Niklaas," which gradually changed to Santa Claus.

Even today, Santa is also known as "St. Nick."

While many Latin American countries share these traditions and celebrate Christmas in similar ways, each country also has its own special festivities.

It's Traditional

The tree may be aluminum instead of spruce or fir. Santa may arrive by helicopter instead of reindeer-drawn sleigh. And the children's gifts will probably reflect the space age and the wonders of electronics.

No matter. However modern the celebration of Christmas may seem to be, its spirit is still old-fashioned, and

though customs may appear in contemporary guise, they are still the cherished traditions from the past.

These treasured customs are the heart of Christmas, growing dearer year by year, as memories of "what we did last Christmas" add to every family's own special, traditional way of celebrating Christmas.



JOYOUS YULE



May the glow of candles warm your hearth and love warm your heart this holiday season.

BEA'S UPHOLSTRY



May the Christ Child bestow His peace upon you during this holy season

FARMERS INSURANCE



MERRY CHRISTMAS

A joyous Christmas to all. May your festivities be full of good cheer throughout the coming year.

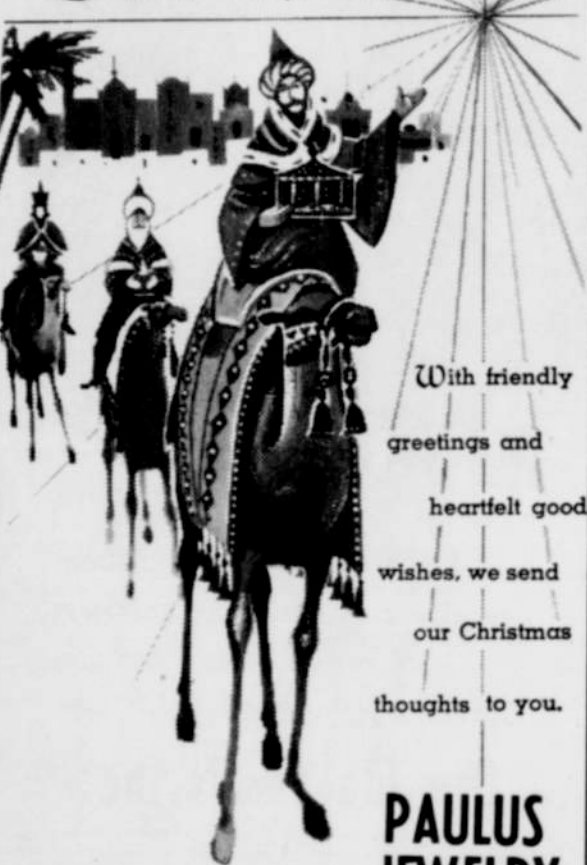
Eastman Insurance Agency



We hope that your Christmas will be a merry one, bringing you the best of everything.

ADRIAN MERC

Christmas



With friendly greetings and heartfelt good wishes, we send our Christmas thoughts to you.

PAULUS JEWELRY



It's time to greet our many friends and wish them the best!

GAMBLES



Christmas Joy

In the Madonna and Child, mankind sees an ever-present symbol of the love of God, the glory of Christmas. May joy be yours at this holy, happy time.

Nyssa Machine & Welding



Christmas Greetings

We offer best wishes and sincere appreciation to all our friends on this Blessed Christmas.

THE OLYMPIC



Let the spirit of Christmas be your guiding light now and throughout the coming year. May you find happiness.

THE LIENKAEMPERS



And along with our fondest wishes that every wish will come true for you, we also extend our sincere "thank you" for your loyalty during this year.

Pioneer Federal Savings & Loan

Holiday Greetings



TO EACH AND EVERY ONE OF OUR MANY CUSTOMERS, WE EXTEND SINCERE GREETINGS.

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