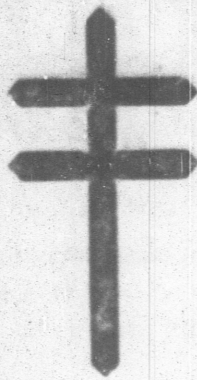


CROSS OF HOPE

One of the oldest religious symbols is the cross. Countless variations of this ancient mark can be shown among almost every race, far earlier than its use as a badge by the early Christians. A study of crosses as they appear in history and art is an extremely rewarding hobby; there is much of interest known about them.

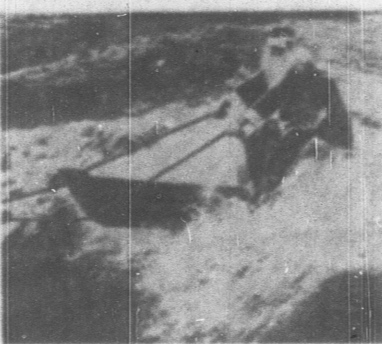
The double-barred cross, which appears on every Christmas Seal, is called the Lorraine Cross. It has been a symbol of peace and hope since the Middle Ages when it first appeared on the insignia of the Duke of Lorraine, the first Christian ruler of Jerusalem. It was used by his family for generations and after that by religious and fraternal organizations, and even



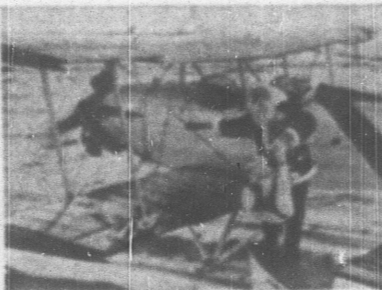
in the World War by an American division which included Pennsylvanians. It was in 1902, at the First International Conference on Tuberculosis in Berlin, that the double-barred cross was adopted as the insignia of the world-wide Crusade against tuberculosis. Those enrolled under the double-barred cross in the First Crusade believed they had a sacred mission to perform. Those now enrolled under the same cross are fighting on another high crusade, but they are fighting a bloodless battle without crossbows or lances to bring healing to young and old.

Santa Claus Gets Around

• Busy Kris Kringle doesn't fight modern inventions—he uses them!



Down Florida way where the chambers of commerce require that everything be different, Santa goes to work on an aquaplane.



Donner and Blitzen can't fly through the air like a plane, so old St. Nick tries a new wrinkle.



Here he pops up in a railroad engine—



Then, again, he abandons his toy bag and travels in an automobile—



But in the end he goes back to reindeers. Can't get along without 'em!



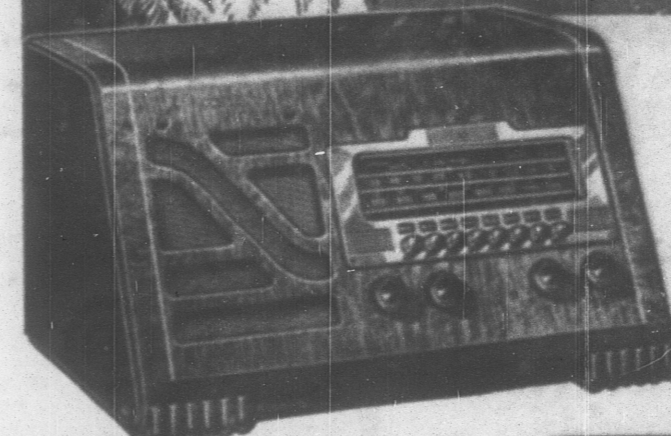
—AND AGAIN we have an opportunity to tell our friends, our customers in the communities served by us, that we wish them the MERRIEST CHRISTMAS they ever had. We wish we could visit each one of you to greet you personally . . . to tell you how much we appreciate your patronage, your good will, and your unflinching courtesy—but since this is impossible, we are using this space as a means of expressing our sentiments. Though the ad may not be large, the spirit behind it is — every member of the management and sales force of our stores sincerely wish you and yours the merriest Christmas ever and a Happy New Year.

McCrorry's

5c and 10c Stores

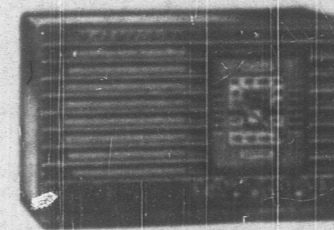
PATTON — EBENSBURG — BARNESBORO
 CRESSON — PORTAGE — SOUTH FORK
 WINDBER — INDIANA

WOLF'S IS PHILCO Gift Headquarters



Come in . . . look over our brand new stock of 1940 Christmas Philcos. Scores of table models, portables, radiophonographs, that make inexpensive gifts. And, of course, a big selection of consoles . . . ideal gifts for the home. The finest radios in Philco's 10 years of leadership . . . Anniversary Specials that bring you new convenience, super-performance and rare beauty at new low prices. Make your selection early!

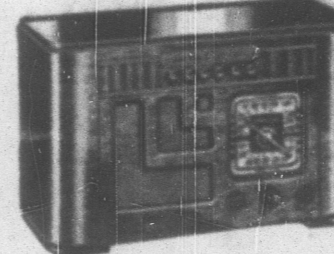
PHILCO 150T. A perfect gift! Built-in Super Aerial System, with Twin-Loop Aerial for finer American and Foreign reception. Plug in anywhere and play! Electric Push-Button Tuning, Variable Tone Control, Inclined Control Panel cabinet of hand-rubbed Walnut. **\$49.95**



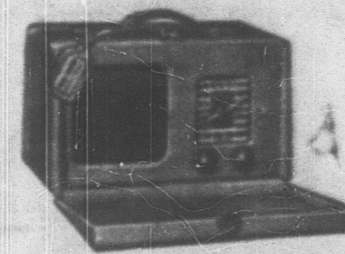
PHILCO Transitone PF-25. Powerful, clear-toned AC-DC Compact, 5 working Loktal Tubes, New High-Quality Speaker, Smart brown leather cabinet. **\$9.95** (Seasonal value!)



PHILCO 502 Radio-Phonograph. Plays records with lid closed. Self-starting motor. \$25.00 cabinet.



PHILCO 124C. Quality-built AC-DC Compact. Push-Button Tuning, R. F. Stages. Attached Aerial. Walnut cabinet.



PHILCO 827 Portable. Self-powered, fine-performing. Extra-long battery life. \$19.95. Folding lid. Airplane cloth case with tag.

PHILCO AUTO RADIOS, \$19.95 up.

Wolf Furniture Co.
 Open Evenings Barnesboro

SPECIAL CHRISTMAS TERMS

Sun's 'Virginia' Still Has Faith In Santa Claus

"Yes, Virginia, there is a Santa Claus. He exists as certainly as love and generosity and devotion exist, and you know that they abound and give to life its highest beauty and joy."

Forty-two years ago an editorial writer for the New York Sun penned these now-famous lines in answer to a scrawled letter from a little girl named Virginia, whose faith in Santa had been shaken.

Today Virginia is grown up, married, and serves as an assistant principal in an east side New York school. Her name is Dr. Laura Virginia Douglas and this Christmas she's playing Santa Claus not only to her pupils but her own daughter.

Pink-cheeked, vivacious, yet shy and hesitant in speaking of personal matters, Dr. Douglas is not in favor of breaking the news baldly to a child that there is no Santa Claus. He will learn naturally, she says, as he turns from the free, imaginative stage of early childhood to an interest in the world around him.

When she first became old enough to realize the full meaning of the Sun's editorial, she felt badly because poor children were not able to have Christmas gifts as tangible evidence of Santa's existence. Later, she says, she grew to realize that material gifts were not so important as the faith which even the very poor child could have in something spiritual.

Yule Flower Named

After U. S. Diplomat
 Thank an early American diplomat for the poinsettia plant you receive for don't receive! Christmas morning. The flowering leaves whose vermilion-red leaves are mistaken at a distance for the petals of its flower, was brought to the United States about 1828 by Joel Roberts Poinsett, minister to Mexico, who discovered it growing there. Poinsett, who had studied both law and medicine abroad and served many years in the diplomatic service, ended his career in the American house of representatives from 1812 to 1818. But were it not for the plant he brought there, Poinsett, his name would now be unknown.

CHRISTMAS CAROLS

The Christmas carol custom is not as obsolete as that of the Yule Log. In early days it was the custom for the clergy to sing carols on the feast days. When mystery and morality plays became common, carols were popularized and singers used to sing them between the acts so that a great rivalry occurred between actors and singers for the plaudits of the audience. Not all Christmas carols were religious and dancing was often a part of the service.

SPECIAL IDEAS

Typical or contemporary Christmas may not be the new Christmas card, which aptly reflect the whimsical mission of the day. A striking example is an airplane in flight and gliding its way over the deep or a night on a midnight city or smoke-wreath its Christmas message within.

Patronize the advertisers who have taken space in this edition.

A Sweetheart of a Gift for Her!

Give Her a **LANE CEDAR HOPE CHEST**
 THE LOVELIEST OF ALL LOVE GIFTS

LANE'S CHRISTMAS WELLS
 \$29.75

PAY NEXT YEAR!

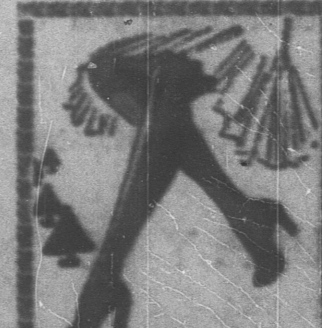
We have on display a complete assortment of styles and finishes—Look to the Chest.

WOLF FURNITURE CO.
 BARNESBORO, PENNA.



A LIST THAT WILL PLEASE EVERY MEMBER OF THE FAMILY ON CHRISTMAS. GOOD QUALITY GIFTS THAT YOU CAN AFFORD TO BUY.

- LADIES' SILK SLIPS, 49c, 89c, \$1.95
- MEN'S SHIRTS, all colors and patterns, in broadcloth and silk stripes at 79c, \$1.95
- MEN'S TIES—Large assortment, in all colors, priced at 25c, 49c, 69c
- MEN'S AND BOYS' ALL WOOL SWATHERS, all sizes, styles and colors, at 95c to \$2.95



PRINCESS PAT HOSIERY
 Full Fashioned, pair \$9c, 69c, 89c All shades

Part Wool Double Blankets, size 66x86, special at \$1.49

Ladies' and Children's All Rubber Arctics, prices from 89c up

MANY OTHER GIFTS TOO NUMEROUS TO MENTION. For Everyone.

ZANELLA'S
 DEPARTMENT STORE
 BARNESBORO, PENNA.