



Christmas Cheer



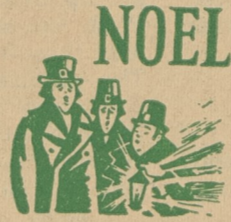
It's lots of fun, sincerely done—we mean our holiday wishes for you, of course!

Richard H. Disque

FUNERAL SERVICE

Dallas, Pa.

Telephone 424-R-13



NOEL

Like the carolers, we sing out our Yuletide wishes for you, heartily and with glad cheer.

Kunkle Garage

"The Home of the Thrifty Austin"

DANIEL E. MEEKER, owner
Kunkle, Pa. Telephone Dallas 458-R-13



A purr-fect Christmas Day to you and many, many joyful and merry days ahead... these are the Yule wishes we send to you.

Joe's Men's Shop

Main Street

Dallas



Our greeting to you and yours glitters with best wishes for the merriest of Yule festivities.

Ray Chappell's Service Station

Luzerne-Dallas Highway

Phone 9067-R-7



The sweetest thing on Christmas Day is not the candy stick, but the greeting true friends send. Merry Christmas to you.

Purcell Oil Service

THE TEXACO STATION

Main Highway Phone 9001-R-16 Trucksville



We're ringing in this day by saying to all of our friends "A most Merry Christmas to you."

Kuehn's Drug Store

"The Rexall Store"

Main Street

Dallas



We're wishing you a merry Christmas and hoping your days be as free of trouble as this snow is of tracks.

Harold K. Ash

Plumbing - Heating - Bottled Gas
Phone 409-R-7 Shavertown, Pa.



We're popping up to give you this greeting... a sincere wish that you enjoy a most pleasant and merry Christmas.

Willie's

CONFECTIONERY STORE

Fernbrook Corners

Fernbrook



May the noble teachings fill this Christmas and all your others with true peace and genuine well-being.

Bert and Co. Cutrate Store

MAIN STREET

DALLAS



May each Christmas in your life stand above last year's in happiness and good cheer. A blessed Yule to all of our friends.

Donahue's Restaurant

MAIN STREET — DALLAS

PHONE 9085-R-7



We're hurrying with Santa to tell you of our greetings to all our friends. We're saying, "A very Merry Christmas to you."

C. Wayne Gordon

Your Farm Bureau Agent
Main Highway Phone 557 Shavertown



A few lines tell our story. The most merry of Christmases to you.

Paul Shaver

Electrical Work of All Kinds

Dallas, Pa.

Phone Dallas 63



Here's a hope that the joy in your life grows as rapidly as a snowball rolling down a snow-covered hill.

Youngblood's Groceries

Main Road, Dallas

Phone Dallas 241-R-3



To all, on this glorious day, whether you are near or far, we wish the most sincere greetings for a most wonderful Christmas.

"Phil" Cheney's Service Station

Dallas

Penna.

How Christmas Cards Started

(Continued from Page One)

cards? Who were the people most responsible for founding a custom that brings infinite happiness into every American home?

The first Christmas card, I learned, was discovered by, and is now on display in, the British Museum. Holiday celebrations of the early Victorian period were engraved into four scenes. In the upper-right corner, dancers doing the Roger de Coverly suggest that Victorian England offered a much gayer life than has since been reported.

Elsewhere on the first Christmas card are scenes of a Punch and Judy show, top-hatted ice skaters, and a happy dinner party waiting for—you guessed it—plum pudding! The title, destined to become the most popular Yuletide greeting ever composed, was hand-lettered—"A Merry Christmas & A Happy New Year To You."

Commercially, this carefully engraved card was a failure. Young William Egley had neglected to color it—the one feature that has been shared by nearly every successful Christmas card since then.

Nevertheless, Egley's error set the stage for the cheerful Yuletide season that we celebrate today. Charles Dickens, already in a lover's quarrel with the straight-laced Victorian attitude, wrote the beloved "A Christmas Carol" in 1843, giving the Spirit of Scrooge its death-blow.

In the next few years, artists and publishers intensified their efforts, and Christmas cards went through an experimental or face-lifting period. Then, in 1866, Messrs. Marcus Ward and Co. of Belfast, Ireland, were commissioned by an English firm to lithograph a set of four designs by the artist, C. H. Bennett. Reproductions from this set, it seems, were the forerunners of the first "popular" Christmas cards.

Standards for Christmas cards published by Marcus Ward and Co. were extremely high. For years this firm monopolized most of the better-class trade. The Ward cards were conventional, almost always, and the finished product embodied gala Christmas scenes, floral devices, and beautiful hand lettering.

Before the 1860's—the same era which saw bustles come into fashion—had passed, the exchange of colorful Yuletide greeting cards was one of England's most cherished customs. As might be expected between two countries whose cultural ties are so closely allied, Christmas cards soon migrated to America. Here, the story of their origin parallels the career of Louis Prang, a lithographer of many rare talents.

On April 6, 1850, Prang arrived in New York City, a political exile from his native Germany, and in poor repair both physically and financially. In a brief 25 years, he was established in Boston as one of our most important lithographers, had published the first American Christmas card, and could say of his career:

"It was in 1865 that I inaugurated the chromo. I followed this up with the chromo business card in 1873, and with the artistic Christmas card in 1874-5, all of which publications made the tour around the world, and set more lithographic presses to work all over Europe and America than any other special line of publications ever did before or after."

The "chromos" Prang referred to were the product of a printing process, chromo-lithography, that he helped to perfect. Their vast range of colors and shades, simulating the woven texture of an artist's canvass, received popular and professional acclaim the world over. Today, Prang's "chromos" are valuable collector's items.

In 1880, Prang initiated his annual prize awards for the best Christmas card design by a freelance artist. These contests, unique at that time, were instrumental in improving the artistic foundation of Christmas card designs, and in attracting national attention to the new-born Yuletide custom.

Christmas cards from galley 1..... Ten years later, with an uncontested claim to the title "Father of the American Christmas card", Louis Prang abruptly discontinued publishing Christmas cards. Cheaper reproductive processes had been developed, and cheap novelty cards from Europe were flooding the country. Prang decided to withdraw from the field, rather than risk bankruptcy with his more expensive "chromos."

The modern era of Christmas cards dates from 1900-1910, when a number of new publishing firms were first established. But the big boom came immediately after World War I. At that time, public fancy was completely won over by the symbolic designs—Christmas trees, holly wreaths, gleaming candles, and church bells—which are as popular today as they were then.

In war or peace, however, Christmas greetings with some new variation of Clement Moore's immortal poem, "A Visit From St. Nicholas," have always been popular. One of the 1951 Christmas cards, for example, offers this friendly verse:

This greeting at Christmas
Is sent to your house
With good wishes for everyone...
Even the mouse!