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CHRISTMAS CARDS

THERE IS a certain quality of warmth and cheer that accompanies the Christmas cards we exchange with friends and relatives during December. Those of us who (for whatever reason) choose not to send cards may still enjoy that special expression of good will because our friends and relatives will, in the spirit of the season, continue to send their cards to us. Whether we are on the best of terms with each other, that card is assurance that our bond is not besmirched by the petty differences that plague us now and then. It serves to remind us of long-held allegiances and loyalties; of unspoken bonds and timeless affection for each other. It is one of the best communication devices that we employ today. It carries various messages.

Often a family will enclose with their Christmas card a letter which tells others of the activities and events that occurred during the year now past. This is an excellent way to keep our distant relatives and friends updated. Another popular enclosure for a Christmas card is a recent photograph of the sender and his family; especially children.

Among amateur journalists are those who enjoy creating their own Christmas cards and various forms of holiday greetings. These cards often are of special paper with exquisite designs and they become collectibles; a worthy and priceless token of affection from someone we hold dear.

The importance of Christmas cards has not been lost on the world of business. We all receive large and often elaborate Christmas greeting cards from a host of businesses, most of them thinly disguising an advertisement for further business. A calendar is often enclosed—potentially keeping the company name before us all during the coming year.

Our choice of suitable cards to send varies; theme is traditionally religious or focused on Santa Claus, that jolly old bringer of gifts and good cheer, or perhaps a simple celebration of year's end and another opportunity to begin anew. In more recent years, the traditional themes are joined by those which celebrate other cultures. The specific celebration may be of secondary importance; while the rite of exchanging good wishes and glad tidings is what makes the practice so appealing.

Other holidays offer similar opportunities for the exchange of pleasantries, among them being Easter and New Year's, but the greatest occasion for using such cards is Christmas. I love the Christmas holidays for the ideas they celebrate; of caring and sharing; of spreading goodwill and happiness; of hope for peace on earth. I cherish the tradition of mailing Christmas cards to express our personal feelings to the people who make up our special world. #



To receive and to communicate assistance, constitutes the happiness of human life; man may indeed preserve his existence in solitude, but can enjoy it only in society.

--Samuel Johnson

TO MY FRIENDS in amateur journalism I extend my warmest greetings and wishes that each of you are blessed with the best that can befall you during this holiday season and for all your days to come. I thank you for the ideas that we have exchanged and will exchange in the future. Our hobby brings together a diverse spectrum of interests and talents, and I cherish the opportunity to hear what each person is willing to share.

--Hugh Singleton