The X-Mas Enterprise John Vranas Upbeat V.2, n. 10, 1969

The first Christmas was one of gratefulness, prayers, and joy. People traveled from far and wide to reach and see the great King and Son of God. The poor, the meek, sought comfort in His eyes. A new era was to emerge. An era of belief, love and truth. The era of Christianity.

December 25th was thus set aside as the day of the blessed event. On this day people relived that blessing to man, not only in churches, but most of all in their hearts. It became a day of spiritual wealth, a wealth that all could enjoy. Christians gave not material gifts, but gifts of love, peace and happiness.

Gradually people mistook this spiritual generosity for material gifts. The giving of such meaningless items, such as toys, became common. It has come to a point that this gesture is irrelevant to the true meaning of Christmas.

The 20th century Christmas is one we witness today. December 25th is a business man's enterprise, the storekeeper's center attraction. From the beginning of the year, companies and shops plan for the huge sales and dynamic profits.

The Smiths brightly decorate their home for the joyous day, only to become frustrated. The Jones' house is more brightly lit with more intricate gadgets. The electric company jumps for joy. The advertising agencies give up in disgust. The nine letter word "Christmas" is too long for their sings and posters. Cleverly they print "X-Mas." Christmas is out; X-mas is in. What has happened? The whole idea of this blessed day, the day of Christ, has been wiped out. Christ has been crucified with the "X." People have lost all the meaning feeling of this season. For once people should look and life the past. The past, when man was part of God and God within man.