

LOVE

**Valentines:
Vintage Holiday Graphics**
ED BY JIM HEIMANN

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St Valentine's Day takes its name from a Roman priest, Valentinus, who was executed on February 14, AD 270, on the orders of the emperor Claudius. His crime was to perform marriages in defiance of the emperor's orders for soldiers to remain single, free from romantic entanglements and ready to fight. The first commercial Valentine's cards were being swapped by the end of the 18th century and the love affair between Cupid and Mammon was underway. This delightful collection of 20th-century cards shows that romance and cheesiness have always made the perfect match. Who, for instance, wouldn't be won over by a Hawaiian-themed card imploring the recipient to 'Get a wiggle on, cause I'm in a dither - say you'll be mine cause my heart's all a-quiver'?

