











THIS VALENTINE'S DAY CARD IS JUST LIKE YOU.

A DISAPPOINTMENT





Ah yes, it's February 14th... Valentine's Day to some and Singles Awareness Day (S.A.D.) to others. However you refer to it, it's a time to celebrate love... or have it flaunted in your face by your "look at what I got" love-drunk friends.

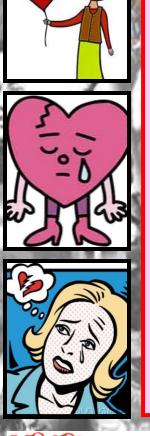




Since the end of Christmas, all department stores have worked hard to cram their shelves full of cheap chocolates, unload their greeting cards, and hike up their price of flowers.







With pretty pink hearts on their walls and doors, the shop owners try to entice you to enter these "dungeons of love" all the while reminding you that you don't really have anyone to shop for... you're only there because you heard they had discount candy.

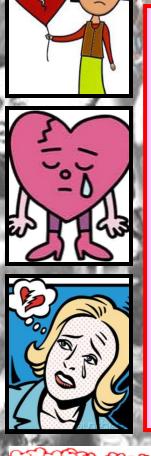




In the end, Valentine's Day is a deceitful, covert operation conducted by Hallmark stores nationwide to drain your wallets and get you in trouble. Dr. Hartnell considers it the "Big Sister" holiday to the other made-up occasion called Sweetest's Day in October!







This year, if you are without a Valentine, band together with your single brethren and carry signs that read "Just Say NO to relationships!" or "Romance Sucks!", not-so-accidentally knock down entire displays in your local Hallmark store, and throw those conversation hearts at passers by.





However, if you cannot afford (legally, or otherwise) to follow these suggestions, then sit back, relax, and let Dr. Hartnell inform you of the history of Valentine's Day... and more importantly, how to survive it!







And now...

The History of Valentine's Day









The history of Valentine's Day is shrouded in mystery.

However, it is well known that February has long been a month of romance.

Valentine's Day, as we now call it, contains traces of both Christian and Ancient Roman traditions.

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In Ancient Rome, February was the start of spring and a time for purification.

February 14th was a holiday to honor Juno, the queen of the Roman gods and the goddess of marriage. (She was known as Hera in Greek Mythology.)





The following day, February 15th, began the "Feast of Lupercalia".

This was a fertility festival dedicated to Faunus (the god of agriculture) and paid homage to the Roman founders Romulus and Remus.





To begin the festival, priests gathered at the cave where the infants Romulus and Remus were cared for by a she-wolf (*lupa* in Latin).



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The priests sacrificed a goat for fertility and a dog for purification to the god Pan. (Pan was a fertility deity.)

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Roman boys then sliced the goat's hide into strips, dipped them in blood, and then ran around slapping both women and crops... the two things they wanted to be fertile.





These goat strips were called "Februa".

The name of the month "February" comes from the Latin word *"februare"*, which means "to purify".



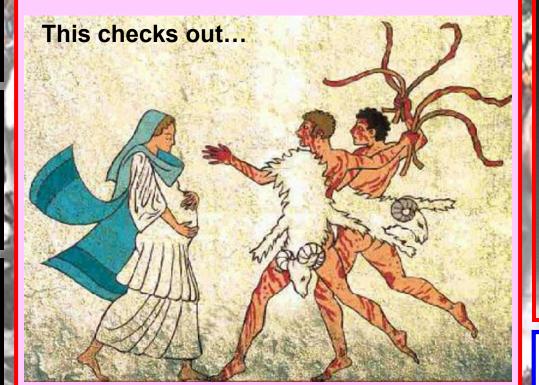


Roman women welcomed being slapped with the goat hides since it was believed the strips made them more fertile in the coming year.

You know... "science".











Later in the day, all of the young women in the city placed their names in a big urn.

The city's bachelors then picked out a name from the urn and were paired for the remainder of the year with his chosen woman. These matches often ended in marriage.

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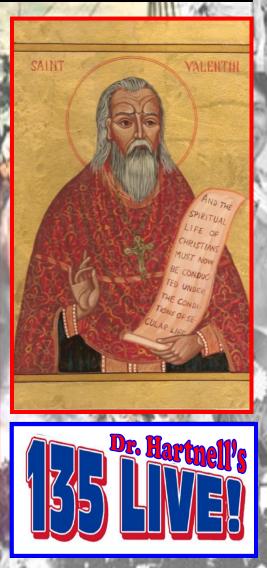






What about St. Valentine?

According to the Catholic Church, there are at least three different saints named Valentine... and all of them were <u>executed</u> on the date of February 14th. (Sounds like the perfect day to pick to celebrate... love!)





One legend tells of a priest named Valentine who served in Rome during the short reign of Emperor Claudius II from 268-270 AD.

This was around the time when

the sun was setting on the

once mighty Roman Empire.





Still clinging to its "glory days", the Roman Army needed more capable men to serve as soldiers.

When Claudius became Emperor, he felt that married men were more emotionally attached to their families... and therefore "weaker" soldiers.

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He decided that single men made better soldiers than those with wives. With that sound reasoning, Claudius outlawed marriage for soldiers.



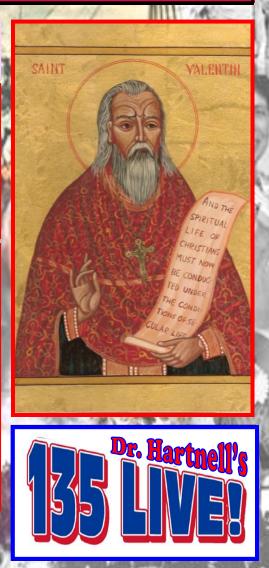
Valentine, realizing the injustice of the decree, defied Claudius and continued to perform marriages in secret.

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When Claudius found out, he had Valentine arrested.

The Emperor, however, was soon impressed with the young priest's dignity, and tried to convert him to the Roman gods instead of executing him.

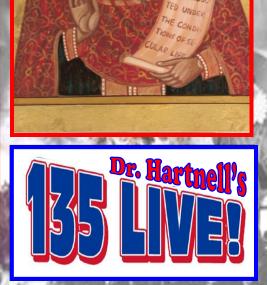




Instead, Valentine refused... and then attempted to convert the Claudius to Christianity.

It didn't work.

Claudius ordered Valentine beheaded on February 14, 269.



VALENTIN

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VALENTH

AND THE SPIRITUAL



Another legend refers to a man named Valentine who was the Bishop of Interamna (in Lazio, Italy).

On February 14, 270 AD (a year later than in the first legend), Valentine was attacked, beaten, and beheaded in Central Italy.

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The final legend states that Valentine was a physician in the Roman Empire and was stationed in North Africa.

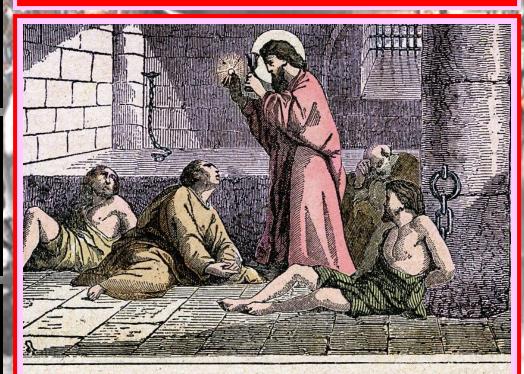
He helped persecuted Christians during the reign of Emperor Claudius II... and was beheaded for doing such on February 14, 269 AD.

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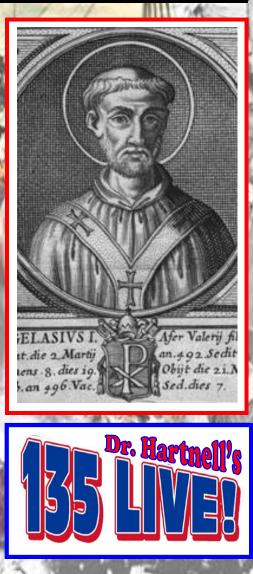
S. Valentino, martire





In 496 AD, Pope Gelasius I outlawed the pagan festival and decided to replace it with a similar celebration.

He needed a saint for "lovers" to replace the pagan deity Lupercalia and used the martyred Valentine as the patron saint of the new festival.





The name of the new festival became "St. Valentine's Day".

It was to be observed on February 14th every year.



And to think all it took to lock in this celebration of love was the beaheading of three dudes!

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å FROM YOUR VALENTINE TTO Dr. Hartnell's

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PUKE PUKE PUKE PUKE

And now...

The History of V-Day Cards









HISTORY OF V-DAY CARDS:

Before his death in 269 AD, Valentine allegedly sent the first card... to the daughter of his jailor (and signed it: *"From* your Valentine".)



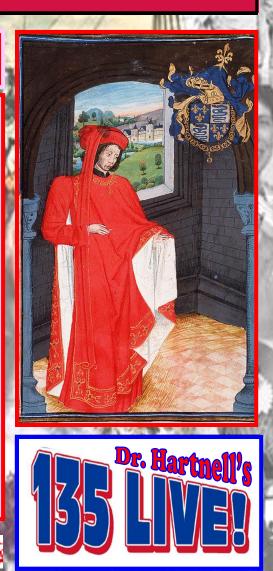
The practice of sending Valentine's Day cards would eventually catch on... but not for another 1,146 years.

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HISTORY OF V-DAY CARDS:

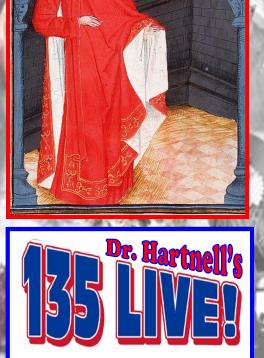
After being captured by the British at the Battle of Agincourt in 1415 during the Hundred Years' War, a young Frenchman (Charles, the Duke of Orléans) sent several poems and rhymed love letters (or "Valentines") from the Tower of London to his wife in France.





HISTORY OF V-DAY CARDS:



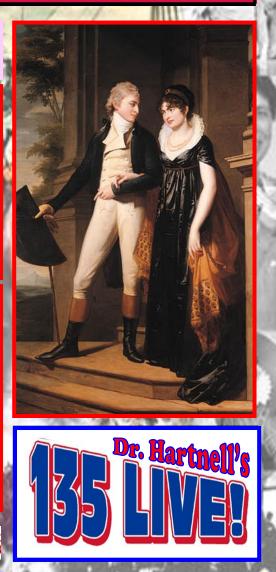




By the 1600s, Valentine's Day grew in popularity and was celebrated more and more throughout Europe.

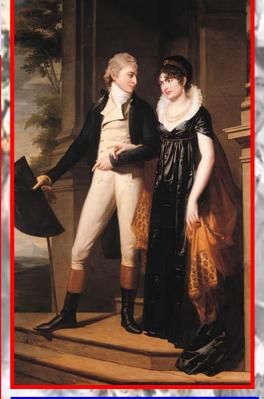
By 1750, it was common for friends and lovers in Britain and its American colonies to exchange small tokens of affection or handwritten notes.

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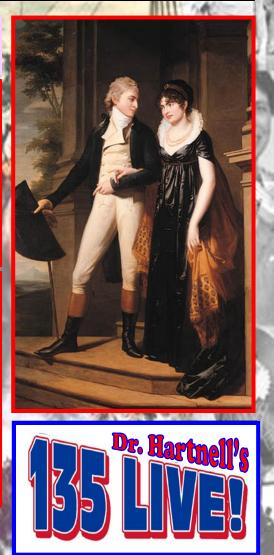






By 1800, printed cards began to replace written letters due to improvements in printing technology.

"Ready-made" cards were an easy way for people to express their emotions in a time when direct expression of one's feelings was discouraged.





In the 1840s, Esther A. Howland began selling the first massproduced Valentines in Massachusetts.

She had come across some Valentines from England, which were gorgeous... but crazy expensive.





Howland believed she could make cards that were just as pretty... but at a cheaper price.

She hired some local girls, set up shop in her family home, and converted the upstairs into a miniature assembly line.

Hooray capitalism!

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Under her watchful eye, the girls glued together layers of paper, lace, and flowers into three-dimensional works of art... that could be massproduced and sold for as low as 5 cents (or \$1.90 in today's money).











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During the 1850s, Howland made \$100,000 annually (\$3.8 million/year in today's money).

In 1879, Howland sold her company to George C. Whitney in order to care for her father. The Whitney Company went on to become the biggest manufacturer of Valentines.

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The business had to close in 1942 due to a paper shortage caused by World War II.

Howland died in 1904 at age 75. While the "Mother of the American Valentine" never married, she is remembered as a pioneer in the commercialism of Valentine's Day!

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Howland's legacy lives on! Close to one billion V-Day cards are sent each year, making Valentine's Day the second largest card-sending holiday of the year.

What's #1? An estimated 2.6 billion cards are sent during the Christmas season.

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And now...

The Saint V-Day Massacre

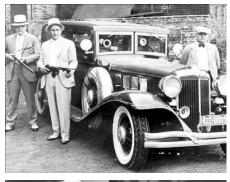








Let's be honest. It didn't get any more dangerous than Chicago on Valentine's Day during the 1920s and 1930s.









On the morning of Thursday, February 14, 1929, five members of George "Bugs" Moran's North Side Gang, plus two gang collaborators, were lined up against the wall of a garage in the Lincoln Park neighborhood of Chicago, and <u>executed</u>.





Two of the shooters were dressed as police officers, while the other shooters wore suits and ties.

To give the appearance that things was under control, the men in street clothes came out with their hands up, prodded by the two uniformed "cops".

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The hit was organized by rival gangster Al Capone. Moran's muscling in on a Capone-run dog track in the suburbs, his takeover of several Caponeowned saloons, and the rivalry for control of the lucrative bootlegging business were contributing factors to this... shall we say... "incident" .





The plan was to lure Moran to the warehouse with the promise of a stolen, cut-rate shipment of whiskey.

On Valentine's Day, members of the Moran gang arrived at the warehouse, but Moran had left his apartment late and was not there.





As Moran approached, he saw the "police" car pull up. He turned around and went to a coffee shop.

Public outrage over "The Saint Valentine's Day Massacre" marked the beginning of the end to Capone's influence in Chicago.





Although Moran suffered heavy losses to his "staff", he still managed to keep control of his territory until the early 1930s, when control passed to the **Chicago Outfit under Frank** Nitti, who had taken over the **Capone organization after Capone's conviction for income** tax evasion.







FINAL EDITION THURSDAY, TEERLARY 11, 1928. ...FORTY-EBGIET PAGES. SATE VEAR. 38 STOLEN **MASSACRE 7 OF MORAN GANG HAFFA CHANGES KILLING SCENE** VICTIMS ARE LINED HIS MIND: WILL

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tessins Pose as Policemen; Flee in "Sound Car" LINE & SHAMPIES Atter Fusiliade; Capone Revenge for Murder

of Lombardo, Officers Believe.

War to Finish Russell's Plan



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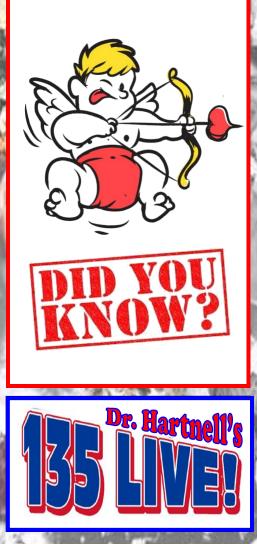
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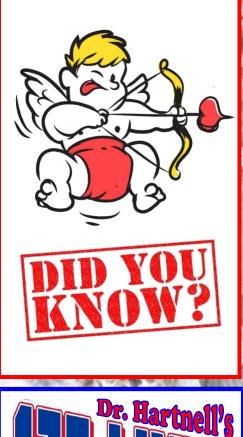


On average, \$650 million is spent each year on Valentine's Day, of which \$422 million is spent on flowers. This total does *not* include jewelry sales, which total \$2.4 billion in February alone.



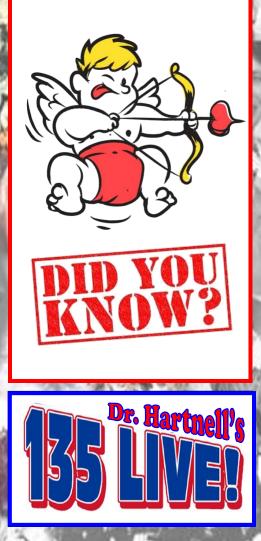


Cupid became associated with V-Day because he was the son of Venus, the Roman god of love and beauty.



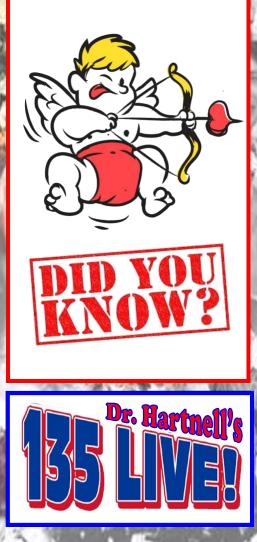


In Britain and France during the Middle Ages, it was commonly thought that birds chose their mate for the year on February 14th. Because doves and pigeons mate for life, they were used as a symbol of "fidelity". [continued]



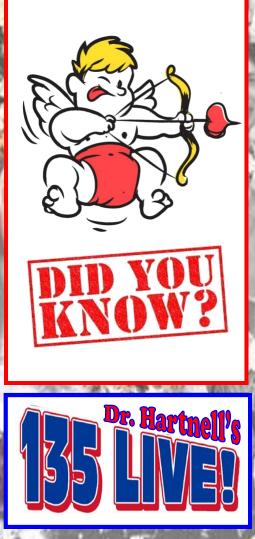


[continued from previous slide] If a woman saw a robin fly overhead on V-Day it meant she would marry a sailor; if she saw a sparrow, she'd marry a poor man (but be very happy); and if she saw a goldfinch, she'd marry a millionaire.



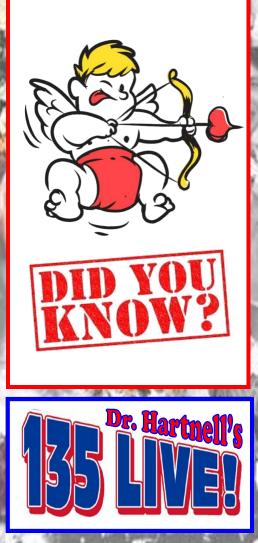


Some 2.2 million marriages take place annually in the U.S. This is roughly more than 6,000/day. On the flip side, 1.1 million divorces take place annually in the U.S., or roughly 3,000/day.



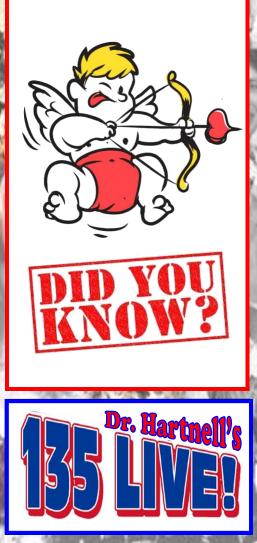


On average, 110 million roses are delivered within a 3-day period around V-Day. California produces 60% of all American roses, but the vast number sold on V-Day in the U.S. are imported from South America.





On average, elementary teachers get 400 million V-Day cards, the most of any profession. Children get the 2nd most cards, followed by Moms and Wives.



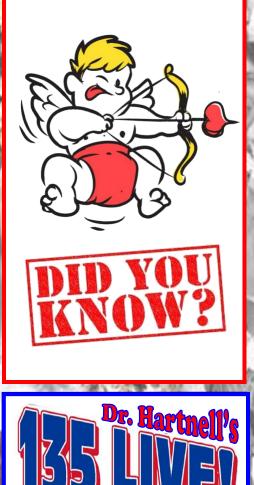


3% of pet owners will give V-Day gifts to their pets.

15% of women will send themselves flowers on V-Day.

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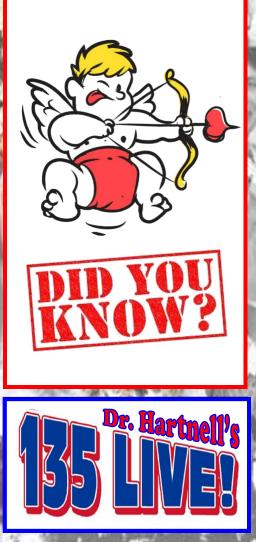
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60% of all V-Day cards are purchased just 6 days before February 14th.

64% of men do not make plans in advance for V-Day.

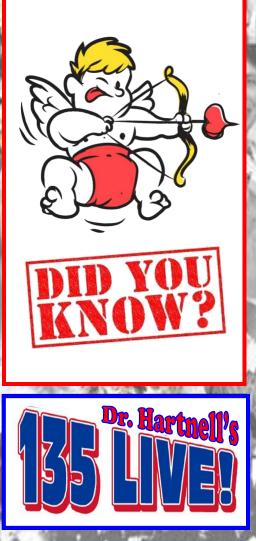




73% of all flowers sold for V-Day are bought by men.

85% of all cards sold for V-Day are bought by women.

Hallmark has 1,330 different cards for V-Day.







And now...

The History of Kissing







Kissing can finds its roots in the age of the cave man.

It is thought that in these primitive times, a mother prechewed the food for her baby and transferred it "in a kiss".





Another theory suggests that primitive men and women would lick each other's bodies on humid days to get salt in order to balance their electrolyte levels.

(Thank God for Gatorade!)





In the Ziller Valley of Europe, the exchange of pre-chewed tobacco between a male and a female was common.

The male would let a piece of tobacco or spruce resin rest between his closed teeth... and try to entice nearby females to grasp it with their teeth.





In order to do so, she would have to press her mouth firmly against the mouth of the male.

If a female "accepted" this hunk of pre-chewed tobacco, it meant she was interested in the male. Ooh la-la!





HISTORY OF KISSING:

A third theory claims a more religious or sacred origin behind the kiss.

There have been examples from around the world as early as 2000 BC that show humans brought their faces together to symbolize spiritual union.





HISTORY OF KISSING:

In Native American culture, it was believed that exhaled breath was part of the soul, and when two people brought their mouths together, they "joined their souls".





Others believe kissing evolved from the smelling of another's face as a form of greeting.





The scientific name for kissing is philematology.





The fear of kissing is philematophobia.





In the U.S., the term for kissing goes by many different names, depending on what part of the country you're in. In the Northeast, it's "making out". In the Northwest, it's "locking lips". In the Midwest, it's "kissing". In the

Southwest, it's "necking". In the Southeast, it's "hooking up". In Alaska, Hawaii, and Puerto Rico, it's "tonguing".





The Romans kissed to greet each other. A person's importance influenced where on their body you kissed them... from eyes to feet.





Like fingerprints or snowflakes, no two lip impressions are alike.





Society didn't accept kissing as an expression of affection until the 6th Century (500s). The French led the way in lifting this taboo by ending every dance "with a kiss".





They don't call it "French kissing" in France. It's called tongue kissing" or "soul kissing". The phrase "French kiss" wasn't used in the U.S. until the 1930s when it was a derogatory term referring to French culture.





Ancient Rome was the first to incorporate the kiss into the marriage ceremony, where a promise was "sealed with a kiss".





Etiquette in the Victorian Era required men to kiss the back of a lady's hand.





African tribes paid homage to their chief by kissing the ground where he walked.





During the 1920s, the word "cash" was slang for "kiss". The question "Cash or check?" could be asked during a date to find out whether that person would kiss now or later. The phrase "Bank's closed" meant no kissing.





In Europe, the standard greeting is a kiss on both cheeks (2-4 pecks).





In the Trobriand Islands
in the South Pacific,
it's customary for
kissing to turn into
biting each other's lips
until they bleed... and
chewing off the tips of
 the eyelashes.





Kissing can actually be a beauty treatment. Scientific tests show that good kissing helps reduce dermatitis, skin rashes, and blemishes. It also makes your skin radiate and your eyes shine.





The mouth is full of bacteria. When people kiss, they exchange 10 million to 1 billion bacteria.





Scientists have proven that the typical handshake contains far more bacteria than a kiss, meaning it would actually be more sanitary to greet your co-workers and friends with a kiss than a handshake or "High Five".





The average person spends 336 hours of their life kissing. At 10 seconds each, that's 120,960 kisses!





Mechanically speaking, kissing is almost identical to suckling. Some scholars speculate that the way a person kisses may reflect whether they were breastfed or bottle fed as an infant.





In some places, kissing is still a crime. It's illegal in Indiana for "a mustached man to kiss human beings". In Connecticut, it's illegal for a husband to kiss his wife on Sunday. In Iowa, it's a crime to kiss a stranger.

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Our brains have special neurons that help us locate each other's lips in the dark.





It was once believed that kissing a donkey's nostril cured the common cold.





When kissing, approximately two-thirds of people tilt their head to the right. Some scholars speculate this preference starts in the womb.





Half of all Americans have kissed at least one person before they turn 14.

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The average age of a "first kiss" for a boy is anywhere from 16-18. For the average girl... it's 14.





Males passionately kiss an average of 24 women before marriage. Women kiss an average of 17.5 men before marriage.





Close to 77% of Americans consider kissing someone other than the one you're married to or dating as a form of cheating. (FYI... One-third of men don't consider a kiss to be cheating.)





Nearly one in five married people have kissed someone other than their spouse... and never told them.

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Some 40% of people have imagined kissing someone else while in the middle of kissing their spouse/partner. Women are more likely to fantasize about kissing an "ex" whereas men are more likely to fantasize about kissing a female friend.





Approximately 66% of people keep their eyes closed while kissing.





XOXOXOXOXO... During Medieval times, most commoners couldn't read or write, so they drew a cross on documents and then kissed it. As time passed, the crosses became "X"s. "O"s represent arms encircling as in an embrace, or hug.





Kissing each day will
keep the dentist away!
Kissing encourages saliva
production, which helps
wash away food from the
teeth and lowers acid
levels that cause decay,
thus preventing plaque
build-up.





The longest kiss lasted 58 hours, 35 minutes, and 57 seconds by a couple in Thailand from February 12-14, 2013.





The previous record for the longest underwater kiss was two minutes and 18 seconds in Japan on April 2, 1980. This record was shattered in Germany on March 18, 2012 when an underwater kiss lasted for 20 minutes and 11 seconds.





Alfred Wolfram holds the Guinness Book of World Records mark for kissing 8,001 people in 8 hours. (Annnd that's how herpes got started.)





The world's longest marriage was between Herbert and Zelmyre Fisher (both from the U.S.), who were married for 86 years, 9 months, and 15 days before Herbert died in 2011.





A woman in China partially lost her hearing after her boyfriend ruptured her eardrum with a passionate kiss. Apparently, the kiss reduced the pressure in the mouth, pulled the eardrum out, and caused the breakdown of the ear.





Lips are 100 times more sensitive than the tips of the fingers.





You burn 6.4 calories in a one-minute kiss. A jog burns 11.2 c/min. A Hershey's kiss contains 26 calories. So, it'd take 3 minutes of jogging or 4 minutes of kissing to burn off the candy. (But what if you kiss while on a treadmill?)





According to MGM, the top 2 "Best Kisses" in movie history are:





#2:

The roll-the-meatballover-slurping-up spaghetti kiss in Lady and the Tramp (1955).







#1:

The upside-down-kiss-inthe-rain in *Spider-Man* (2002).







PUKE PUKE PUKE PUKE

And now...

The Romanticism of NECCO









Remember those chalky conversation hearts?

Invented in 1902 by the New England Confectionary Company (NECCO), these "Sweethearts" became a staple of really garbage Valentine's Day gifts!





In January of every year until 2018 (when they closed their factory for good), NECCO produced 100,000 pounds of their candy hearts every day in order to satisfy their Valentine's Day demand, when some eight billion hearts were sold in under six weeks!





Of course, every time you reached into a box of NECCO's "Sweethearts", what you pulled out was actually more than a mindless lump of sugar.





The short, repetitive, and easyto-recite phrases ("LOVE ME", "BE MINE", "4EVR") stamped on their dusty surfaces were reminiscent of something straight from Aldous Huxley's *Brave New World* or George Orwell's 1984.





Was NECCO just a harmless candy company? Or was it a propaganda-driven conglomerate that exploited "free press" by sending out billions of subliminal messages every February? (After all, "neco" is Latin for *"to kill, slay,* or put to death".)





Like pamphlets passed out to the crowds in Germany during the 1930s and '40s, NECCO's brainwashing came in the form of a silent killer known as "sucrose", "fructose", "galactose", and other refined sugars. And maybe, "Big Brother" wasn't the one we needed to watch out for.





MC DRY

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NECCO's 6 DEADLY "FLAVORS":

Yellow

Banana... or so NECCO wants us to believe! This is the only flavor I could identify from the start, having had a similar experience with Jelly Belly.

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Dr. H's Flavor Rating = The next best thing to eating the color yellow.

Orange

Sweet, non-specific fruit flavor. I'm pretty sure the wizards at NECCO were up all night perfecting this one.

Dr. H's Flavor Rating = I got a similar taste from snorting Tang powder. But I don't recommend that.



NECCO's 6 DEADLY "FLAVORS":

Green

Flavor unknown. Neither minty nor particularly fruity.

PUKE

DIE

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Dr. H's Flavor Rating = Is it Lemon? Is it Lime? Along with Area 51 and JFK, there are some things we will never know.

White

Slightly less minty than dry toothpaste but more flavorful than sidewalk chalk (albeit it the same consistency).

Dr. H's Flavor Rating = It tastes like licking the inside of your sink at the end of the week.



NECCO's 6 DEADLY "FLAVORS":

Pink

Possibly bubblegum flavor. Bad aftertaste.

PUKE

DIE

THA

Dr. H's Flavor Rating = Ever eat the dried chunks of Pepto-Bismol inside the cap? I mean, I haven't... I've just heard it's like that. Yea, that's it.

Purple

Grape, but not in a good way. Slightly better than a handful of Grape Kids' Chewable Tylenol.

Dr. H's Flavor Rating = Why is it "better" flavors never last? Ever have Double-Bubble's grape gum? Exactly.



DIE

I H8 YOU

DECIPHERING NECCO's "MESSAGES":

"MY MAN" or "MY GIRL"

Apparently, it's socially acceptable to own a man... and a girl.

"SWEET TALK"

This one is too generic, like the term "Team Player". You give this to the kid you don't like.

"BE TRUE"

"You know, I was going to cheat on you, but this stamped confection lump just melts my heart..."



DIE

DECIPHERING NECCO's "MESSAGES":

"HOW SWEET"

Do I detect a hint of sarcasm here? You say "How sweet" when you're watching a couple in love and you're bitter because you have no one. Or you say it when someone is talking about how their boyfriend proposed to them with a key ring.

"BE GOOD"

This is the candy heart you give your dog before you go out for the evening. Unfortunately, it poisons him.



DECIPHERING NECCO's "MESSAGES":

"COOL DUDE"

I have been known to say both of these words, but somehow, when put together, this heart seems to be trying too hard. It's like if you ask a girl out and she says "Cool dude", you instantly know she has absolutely no idea how to be cool. It's okay, though, because you've seen enough rom-coms. As soon as you take off her glasses, let her hair down, and put her in new clothes, she will be the hottest girl at the Prom.

But then she will dump you.

PUKE

DIE



DIE

DECIPHERING NECCO's "MESSAGES":

"KISS ME"

Ah, yes, the "classic" candy heart command. Unfortunately, three problems arise. First, you probably aren't going to read the heart before you give it to someone, so you might be telling someone to kiss you who you really don't want to. Second, if you are the recipient of a "Kiss Me" heart and DO plant one on the lips of the unsuspecting giver, you might wake up to the sound of a machine breathing for you. Third, if you think giving someone the "Kiss Me" heart will get you a smooch... I have a bridge to sell you.



DIE

DECIPHERING NECCO's "MESSAGES":

"HUG ME"

Sococo you're too embarrassed to ask for a hug directly that you decide to ask for it via candy heart? Avoid people who give you these and *actually* expect a hug.

"MARRY ME"

I'd like to see the chump who proposes with a candy heart. "Honey, I can't find the words to tell you how I feel, so here, read this candy." The neat thing is that each box comes with more than one. I'm glad to see that NECCO promotes polygamy!



DIE

DECIPHERING NECCO's "MESSAGES":

"URA 10"

Once I figured out that the letters U, R, A meant "You Are A..." and "10" referred to the degrading system of ranking objects on a scale of 1 to 10, this heart revealed itself as, well, kinda lame. And why do they score everyone as 10s? C'mon NECCO! Let's shake things up and pepper in a few "URA 4"...

"ONLY YOU"

The nice thing is that there was only one of these in the whole box. No... wait, here's another... and another... and another. Sigh.



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In a bind? Need a card to give someone?













In a bind? Need a card to give someone?













In a bind? Need a card to give someone?







