



## *Meaning of Zerf*

*Dear Friends*

*Logos are a part of our daily lives. They have been displayed for thousands of years. Countries and corporations display them as a form of identification – like Canada's maple leaf, or our Zerf logo depicting a female horse. I was in Europe in 1985 doing research for Zerf Productions , first slide project entitled, The Zerfred Grapevine in France, It was then I came upon the explanation of the significance of the motto 'Zerff' – that it represents strength, courage and perseverance.*

*Logos have been important symbols of power and territorial possession throughout history. Logos were carried into battle and the capture of an enemy's standard meant a military and moral victory. The conquest of Gaul by the Romans meant the loss of land to the conquering power. Upon their retreat, the land could be reclaimed by displaying a family crest or logo.*

*My paternal Jewish ancestors faced similar circumstances in France during the 17th century. Jews were not allowed to own land. To maintain their claim to the land, my ancestors were forced into subterfuge through the act of displaying the image of a deer (or Zerff, an archaic form of 'Cerf,' the French word for 'deer') on their front door, proclaiming themselves to be Christians. Thus, as people of the deer, they became known as 'de la Zerff' and once more became proud owners of their land.*

*My ancestors defied the risks involved by their strength, courage, and perseverance in order to achieve success. It is by these underlying qualities that the logo of Zerf Production was distinct*

*Wilhelmina Christina Fredericks*

*Happy Hanukkah, Merry Christmas, Geseende Kersfees, Compliments of the Season and a Happy, Healthy New Year*