This ancient feast, like that of Christmas, was considered originally as a feast of Our Lord, rather than of the Blessed Virgin. It has been fixed on the date of March 25, since before the Seventh Century.

At the High Mass on this day the celebrant and his ministers kneel on the altar steps during the singing of the *Et incarnatus est*, in the Nicene Creed.

(If the feast falls on Passion Sunday, it is celebrated on the following Monday. If it falls in Holy or Easter week it is celebrated on the Monday after Low Sunday.)

INTROIT Psalms 44: 13, 15-16
Vultum tuum deprecabúntur omnes dívites plebis: adducéntur Regi Vírgines post eam: próximæ ejus adducéntur tibi in lætítia et exsultatióne. (T. P. Allelúja, allelúja.) (Ps. 44: 2) Eructávit cor meum verbum bonum: dico ego ópera mea Regi. Glória Patri et Fílio et Spirítui Sancto, sicut erat in princípio, et nunc, et semper, et in sæcula sæculórum. Amen. Vultum tuum deprecabúntur omnes dívites plebis: adducéntur Regi Vírgines post eam: próximæ ejus adducéntur tibi in lætítia et exsultatióne.

COLLECT
Deus, qui de beátæ Maríæ Vírginis útero Verbum tuum, Angelo nuntiánte, carnem suscípere voluísti: præsta supplíbus tuis: ut, qui vere eam Genetrícem Dei crédimus, ejus apud te intercessiónibus adjuvémur. Per eúndem Dóminum nostrum Jesum Christum, Fílium tuum, qui tecum vivit et regnat in unitáte Spíritus Sancti Deus, per ómnia sæcula sæculórum.

LESSON Isaiah 7: 10-15
In diébus illis: Locútus est Dóminus ad Achaz, dicens: Pete tibi signum a Dómino, Deo tuo, in profúndum inférni, sive in excélsum supra. Et dixit Achaz: Non petam et non tentábo Dóminum. Et dixit: Audite ergo, domus David: Numquid parum vobis est, moléstos esse homínibus, quia molésti estis et Deo meo? Propter hoc dabit Dóminus ipse vobis signum. Ecce, Virgo concípiet et páriet fílium, et vocábitur nomen ejus Emmánuel. Butýrum et mel cómedet, ut scíat reprobáre malum et elígere bonum.

(During Eastertide, the Gradual and Tract are omitted and the Greater Alleluia is said instead.)

GRADUAL Psalms 44: 3, 5
Diffúsa est grátia in lábiis tuis: proptérea benedíxit te Deus inætérnum. Propter veritátem et mansuetúdinem et justítiam: et dedúcet te mirabíliter déxtera tua.

TRACT Psalms 44: 11, 12
Audi, fília, et vide, et inclína aurem tuam: quia concupívit Rex speciem tuam. (Ps. 44: 13, 10) Vultum tuum deprecabúntur omnes dívites plebis: fíliæ regum in honóre tuo. (Ps. 44: 15-16) Adducántur Regi Vírgines post eam: próximæ ejus afferéntur tibi. Adducántur in lætítia et exsultatióne: adducántur in templum Regis.

GREATER ALLELUIA
Luke 1: 28, Numbers 17: 8
Allelúja, allelúja. Ave, Maria, grátia plena; Dóminus tecum: benedícta tu in muliéribus. Allelúja, Virga Jesse flóruit: Virgo Deum et hóminem genuit: pacem Deus réddidit, in se reconcilians ima summis. Allelúja.

GOSPEL Luke 1: 26-38
In illo témpore: Missus est Angelus Gábriel a Deo in civitátem Galilææ, cui nomen Názareth, ad Vírginem desponsátam viro, cui nomen erat Joseph, de domo David, et nomen Vírginis María. Et ingréssus Angelus ad eam, dixit: Ave, grátia plena; Dóminus tecum: benedícta tu in muliéribus. Quæ cum audísset, turbáta est in sermóne ejus: et cogitábat, qualis esset ista salutátio. Et ait Angelus ei: Ne tímeas, María, invenísti enim grátiam apud Deum: ecce, concípies in útero et páries fílium, et vocábis nomen ejus Jesum. Hic erit magnus, et Fílius Altíssimi vocábitur, et dabit illi Dóminus Deus sedem David, patris ejus: et regnábit in domo Iacob inætérnum, et regni ejus non erit finis. Dixit autem María ad Angelum: Quómodo fiet istud, quóniam virum non cognósco? Et respóndens Angelus, dixit ei: Spíritus Sanctus supervéniet in te, et virtus Altíssimi obumbrábit tibi. Ideóque et quod nascétur ex te Sanctum, vocábitur Fílius Dei. Et ecce, Elísabeth, cognáta tua, et ipsa concépit fílium in senectúte sua: et hic mensis sextus est illi, quæ vocátur stérilis: quia non erit impossíbile apud Deum omne verbum. Dixit autem María: Ecce ancílla Dómini, fiat mihi secúndum verbum tuum.

OFFERTORY Luke 1: 28, 42
Ave, María, grátia plena; Dóminus tecum: benedícta tu in muliéribus, et benedíctus fructus ventris tui. (T. P. Allelúja.)

SECRET
In méntibus nostris, quæsumus, Dómine, vera fídei sacraménta confírma: ut, qui concéptum de Vírgine Deum verum et hóminem confitémur; per ejus salutíferæ resurrectiónis poténtiam, ad ætérnam mereámur pervenire lætítiam. Per eúndem Dóminum nostrum Jesum Christum, Fílium tuum, qui tecum vivit et regnat in unitáte Spíritus Sancti, Deus, per ómnia sæcula sæculórum.

PREFACE OF THE BVM
Vere dignum et justum est, æquum et salutáre, nos tibi semper et ubíque grátias ágere: Dómine sancte, Pater omnípotens, ætérne Deus: Et te in Annunciatióne beátæ Maríæ semper Vírginis collaudáre, benedícere et prædicáre. Quæ et Unigénitum tum Sancti Spíritus obumbratióne concépit: et, virgınitátis glória permanénte, lumen ætérnum mundo effúdit, Jesum Christum, Dóminum nostrum. Per quem maiestátem tuam laudant Ángeli, adórant Dominatiónes, tremunt Potestátes. Cæli cælorúmque Virtútes ac beáta Séraphim sócia exsultatióne concélebrant. Cum quibus et nostras voces ut admítti júbeas, deprecámur, súpplici confessióne dicéntes:

COMMUNION Isaiah 7: 14
Ecce. Virgo concípiet et páriet fílium: et vocábitur nomen ejus Emmánuel. (T. P. Allelúja.)

POSTCOMMUNION
Grátiam tuam, quǽsumus, Dómine, méntibus nostris infúnde: ut, qui, Angelo nuntiánte, Christi Fílii tui incarnatiónem cognóvimus; per passiónem ejus et crucem, ad resurrectiónis glóriam perducámur. Per eúndem Dóminum nostrum Jesum Christum, Fílium tuum, qui tecum vivit et regnat in unitáte Spíritus Sancti, Deus, per ómnia sæcula sæculórum.

All the rich among the people shall entreat Thy countenance: after her shall virgins be brought to the King: her neighbors shall be brought to Thee in gladness and rejoicing. (P. T. Alleluia, alleluia.) (Ps. 44: 2) My heart hath uttered a good word: I speak my works to the King. Glory be to the Father, and to the Son, and to the Holy Spirit, as it was in the beginning, is now, and ever shall be, world without end. Amen. All the rich among the people shall entreat Thy countenance: after her shall virgins be brought to the King: her neighbors shall be brought to Thee in gladness and rejoicing.

O God, who didst will that Thy Word should take flesh, at the message of an Angel, in the womb of the Blessed Virgin Mary, grant to Thy suppliant people, that we who believe her to be truly the Mother of God, may be helped by her intercession with Thee. Through the same Jesus Christ, Thy Son, our Lord, Who lives and reigns with Thee in the unity of the Holy Spirit, God, forever and ever.

In those days the Lord spoke to Achaz, saying: Ask thee a sign of the Lord thy God: ask unto the depth, or unto the height above. And Achaz said: I will not ask, and I will not tempt the Lord. And He said: hear ye therefore, O house of David: Is it a small thing for you to be grievous to men, that you are grievous to my God also? Therefore the Lord Himself shall give you a sign. Behold a Virgin shall conceive and bear a Son, and His Name shall be called Emmanuel. He shall eat butter and honey, that He may know to refuse the evil, and to choose the good.

Grace is poured abroad in thy lips; therefore hath God blessed thee forever. Because of truth and meekness, and justice; and thy right hand shall conduct thee wonderfully.

Hearken, O daughter, and see, incline thy ear: for the King hath greatly desired thy beauty. (Ps. 44: 13, 10) All the rich shall entreat thy countenance: the daughters of kings in thine honor. (Ps. 44: 15-16) After her shall virgins be brought to the King: her neighbors shall be brought to thee. They shall be brought with gladness and rejoicing: they shall be brought into the temple of the King.

Alleluia, alleluia. Hail, Mary, full of grace, the Lord is with thee: blessed art thou among women. Alleluia. The rod of Jess hath brought forth God and man. God hath given peace, reconciling the lowest with the highest in Himself. Alleluia.

At that time: And in the sixth month, the angel Gabriel was sent from God into a city of Galilee, called Nazareth, to a virgin espoused to a man whose name was Joseph, of the house of David: and the virgin's name was Mary. And the angel being come in, said unto her: Hail, full of grace, the Lord is with thee: blessed art thou among women. Who having heard, was troubled at his saying and thought with herself what manner of salutation this should be. And the angel said to her: Fear not, Mary, for thou hast found grace with God. Behold thou shalt conceive in thy womb and shalt bring forth a son: and thou shalt call his name Jesus. He shall be great and shall be called the Son of the Most High. And the Lord God shall give unto Him the throne of David His father: and He shall reign in the house of Jacob for ever. And of His kingdom there shall be no end. And Mary said to the angel: How shall this be done, because I know not man? And the angel answering, said to her: The Holy Ghost shall come upon thee and the power of the Most High shall overshadow thee. And therefore also the Holy which shall be born of thee shall be called the Son of God. And behold thy cousin Elizabeth, she also hath conceived a son in her old age: and this is the sixth month with her that is called barren. Because no word shall be impossible with God. And Mary said: Behold the handmaid of the Lord: be it done to me according to thy word.

Hail, Mary, full of grace, the Lord is with thee: blessed art thou among women and blessed is the fruit of thy womb. (P. T. Alleluia.)

Strengthen in our minds, we beseech Thee, O Lord, the mysteries of the true faith; that we who confess Him who was conceived of a Virgin to be true God and man, may deserve by the power of His saving resurrection to attain to eternal happiness. Through the same Jesus Christ, Thy Son, our Lord, Who lives and reigneth with Thee in the unity of the Holy Spirit, God, forever and ever.

It is truly meet and just, right and for our salvation that we always and everywhere give thanks unto Thee, O holy Lord, Father almighty, everlasting God: and that we should praise and bless, and proclaim Thee, in the Annunciation of the Blessed Virgin Mary, ever Virgin: Who also conceived Thine only-begotten Son by the overshadowing of the Holy Spirit, and the glory of her virginity still abiding, gave forth to the world the everlasting Light, Jesus Christ our Lord. Through Whom the Angels praise Thy majesty, the Dominations adore, the Powers tremble: the heavens and the hosts of heaven, and the blessed Seraphim, together celebrate in exultation. With whom, we pray Thee, command that our voices of supplication also be admitted in confessing Thee saying:

Behold a virgin shall conceive, and bear a Son, and His Name shall be called Emmanuel. (P. T. Alleluia.)

Pour forth, we beseech Thee, O Lord, Thy grace into our hearts: that we, to whom the Incarnation of Christ Thy Son was made known by the message of an Angel, may by His Passion and Cross be brought to the glory of the Resurrection. Through the same Jesus Christ, Thy Son, our Lord, Who lives and reigns with Thee in the unity of the Holy Spirit, God, forever and ever.