

CHRISTMAS CLERKS

By KIN HUBBARD



"There's Too Many Haughty Princesses an' Serious-Faced Grouches Behind th' Counter These Days—Girls Who Expect t' Marry an' Young Men Who Hope t' Drop in t' Somethin' Better. As a Result, It's Gettin' t' Be an Ordeal Instead of a Pleasure t' Shop."

Now that th' Christmas shoppin' season has begun in earnest th' most attractive holiday display a retail merchant kin make is a full line of attentive, pleasant faced clerks. In these days o' tight money, high prices an' sharp competition it is up to th' merchant t' see t' it that his clerks show th' prospective customer ever' courtesy an' attention if he expects t' git an' hold his patronage. There's too many haughty princesses an' serious faced grouches behind th' counter these days—clerks who consider their jobs as bein' only temporary—girls who expect t' marry an' young men who hope t' drop in t' somethin' better. As a result it's gettin' t' be an ordeal instead of a pleasure t' shop. A clerk who feels above his position will not warm up at th' sock counter, an' th' powdered doll who is countin' th' days till June is rarely interested in her customers. A feller feels like he wuz battin' in when he approaches a counter. Sometimes he has t' interrupt a conversation like this: "Honestly, kid, he's only twenty-one an' towers 'way above me," or "You wait on that ole Jen. Mame, she makes me sick." Lots o' folks don't like t' go in a store for fear they'll disturb th' clerks, or buy somethin' they don't want just t' keep from gettin' their ill will. It takes an iron constitution t' withstand th' witherin' look a clerk gives you when you say, "I believe I will look around a little more an' see if I can't find somethin' that suits me better." How often we stutter an' pull ourselves together an' say, "Just lay it aside till I come in agin." We wish t' buy but

we're lyin' t' git away from a stupid an' indifferent clerk. If there's anything worse than a lazy preoccupied clerk it's th' fresh persistent clerk who knows your wants better than yourself—th' positive, overzealous clerk who destroys whatever inclination t' buy we may have had when he started t' wait on us. People are all alike, when it comes t' payin' out money. They like t' feel that their patronage is appreciated an' that some effort has been made t' please them. Poor people, who make up th' great army o' cash customers an' without whose trade it would be impossible t' conduct any kind o' business, are especially responsive t' kindness an' consideration when they dole out their scanty earlins, and they're entitled t' all th' smiles an' accommodations that are so cheerfully extended t' th' impatient an' critical customer who happens t' have a charge account. We don't mean by all o' this that a clerk should gush an' fall all over us—that he or she should show us what they wear an' ask after th' children an' tell us how swell we look in anything an' do ever' thing but give us a little kiss when we buy somethin'. All that any one kin reasonably ask of a clerk is that they have some knowledge o' their business an' a willin'ness t' wait on us, interspersed with a dash o' good nature an' politeness. Outside of a few public service monopolies an' th' postoffice th' day o' th' cold blooded business transaction is passed. T' day th' smilin' Mrd gits th' worm. (Copyright, Adams Newspaper Service.)

Santa Claus and Others

There is nothing truer than a fairy tale. It is the quintessence of what Aristotle calls the probable impossibility. The best of the fairy tales are folklores, giving the boiled-down wisdom of centuries of experience, and the truths they teach are the old, old facts of human nature put into visible form for childish minds to grasp. These tales do not teach morals by precept, but truths by example, says Collier's. No amount of teaching about the brotherhood of man, and Christmas kindness, and the rewards of virtue, can have such an effect on the small, objective soul as is produced by the vision of Santa Claus with his white beard and twinkly eyes coming with toys for good little boys and switches for bad little boys, shedding jollity and benevolence all over the place. Long years from now, when every incident of these stories is lost to the memory, the knowledge of fundamental human values will remain. Teach the children fairy tales and you teach them the wisdom of the ages.

Santa Claus



Around the Christmas Tree



He comes in the night! He comes in the night!
He softly, silently comes.
While the little broom heads on the pillows so white
Are dreaming of huggles and drams.
He cuts through the snow like a ship through the foam.
While the white flakes around him whirl.
Who tells him I know not, but he findeth the home
Of each good little boy and girl.

Origin of Word Christmas.
The word Christmas is of comparatively late origin. The word was first used in 1038, its form then being Christes-Maesse, the mass of Christ. Origen, an early father of the church, said that in the Scriptures it was the sinners alone, not the saints, who celebrated their birthdays. Another early writer referred to the fact that the birthdays of the pagan gods were kept by the people. The very first evidence of a feast having been held in honor of the birth of Christ was in Egypt about the year 200. Clement of Alexandria said, "Certain Egyptian theologians over-curious assign not the year alone, but the day of Christ's birth, placing it on May 25." Another date assigned to the event was March 28.—Exchange.

Keeping Christmas.
Are you willing to remember the weakness and loneliness of people who are growing old; to stop asking how much your friends love you, and ask yourself whether you love them enough; to bear in mind the things that other people have to bear on their hearts; to try to understand the people who live in the same house with you? Then you can keep Christmas.—Henry van Dyke.



"In days of old and Knights so bold, when Barons held their sway,
Folks loved the silver and the gold just as they do today."

In all ages silver and gold have swayed the world and ruled the hearts and minds of mankind. While gold is of more intrinsic value, in the hearts of the people, silver articles of merchandise are just as much to be desired. OUR DISPLAY OF GOLD AND SILVER GOODS AND PRICES WILL BEAR COMPARISON with any Just a few hints are found below. A look through our stock will add to them.

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The Jeweler

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