

# Servicemen Play Santa Claus In Many Countries Of The World

By FREDERICK H. TRESH  
 Peace on earth and goodwill to all men. This seven-word glad tidings from the Bible is, in essence, the main role in many of the American servicemen are cast around the world at Christmas, 1962.

Americans fight a bloody guerrilla war in Viet Nam, yet translate the spirit of Christmas in the form of toys and candy to the children of the soldiers who spend Christmas Day in barbed wire-enclosed camps.

Members of the 962nd Airborne Early Warning and Control Squadron at Ois Air Force Base, Mass., in a joint project with the U.S. Army, a guided missile cruiser, entertained 20 settlement house youngsters at a shipboard Christmas party.

A thousand dolls were delivered to needy children in Norfolk, Va., area as gifts from personnel of the Norfolk Naval Air Station.

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# Japanese Store Staffs Emphasize Gracious Service

By D. A. FINCHAM  
 Besides going to pay off any accumulated debts, the bonus is used for the purchase of year-end gifts in accordance with the age-old Japanese custom.

Like the American department stores, those in Tokyo do their greatest volume of business during the Christmas season. Toys are as big an item as they are in the States.

May Operate Toys  
 Every store has a large demonstration table where the customers are allowed to operate the battery driven toys. Sometimes the children have trouble getting near the table because so many adults have gathered around.

Many of the toys demonstrate the ingenuity of the gigantic Japanese electronics industry. One example: A battery-powered dog that comes when called.

Miss Y. Ushiyama, chief of interpreters at Matsuzakaya, one of the largest stores on the Ginza, said her establishment anticipates toy sales during December to amount to over \$100,000.

Like U.S. stores, those on the Ginza must take an extra help during the Christmas rush. Matsuzakaya normally employs 1,500 men and women, and an additional 1,000 work for the different concessions renting floor space from the store. This year they have had to hire an extra 1,000 high school and college boys and girls to work as sales girls, stock clerks and gift wrappers.

Sales In Millions  
 Uchiro Nakamura, customer service manager of the Matsuzakaya Department store, said the store's sales for December will be approximately \$5.5 million. Since less than one per cent of the Japanese are decorated with

artificial snow and Santa Clauses.  
 Loudspeakers boom the traditional Christmas carols: one had Ring Crosby singing Silent Night.

Service in these large stores is very personalized. The Matsuzakaya store has a 33 foot statue in the center which is used as a monument to the task undertaken by the staff.

The statue, Tenno, designed by Sato, one of Japan's leading sculptors, symbolizes sincerity, and the placard next to it reads: "Is through this Christmas we are decorated with

artificial snow and Santa Clauses.  
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By CLAY R. POLLAN

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 TAURUS: 4/20-5/20  
 GEMINI: 5/21-6/20  
 CANCER: 6/21-7/20  
 LEO: 7/21-8/19  
 VIRGO: 8/20-9/18  
 LIBRA: 9/19-10/17  
 SCORPIO: 10/18-11/16  
 SAGITTARIUS: 11/17-12/15  
 CAPRICORN: 12/16-1/14  
 AQUARIUS: 1/15-2/12  
 PISCES: 2/13-3/11

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### Try and Stop Me

By BENNETT CERF

A YOUNG MAN in a drugstore phone booth left the door of the booth ajar, so the drugstore clerk help overhearing his conversation. "I want to talk to the boss," was his opening gambit. "Please control me. This is the boss? Well, how would you like to hire a new, on-his-toes office boy? You already have one who is entirely satisfactory? No way to persuade you to make a change? O.K. I've got it. Thanks anyhow for listening to me, Goodbye."

After the young man hung up the drugstore told him, "I couldn't help hearing what you said over the phone just now. I like your initiative and I'm sorry you didn't connect on that job. Better luck next time."

"Thanks," said the young man airily, "but everything is just dandy. That was my own boss. I was talking to. I was just doing a little checking up on myself."

In Hollywood, a luncheon companion of Tony Randall's had this tale of woe to impart: "I thought I was set for life with healthy bank balance, a beautiful home, and the love of an attentive and wealthy woman. Then, wham! One evening my wife woke me."

My boy's at that awkward age: too tall for keyholes; too short for manholes.—Paul Armstrong

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