

# *Holiday* **Gift Guide**



CLARENDON MERCHANT SALES  
**BLACK FRIDAY**  
& **SMALL BUSINESS SATURDAY!**  
**NOVEMBER 23 & 24**

**CHRISTMAS COLORING CONTEST** Details on page 14.

## SHOP LOCAL - SUPPORT YOUR COMMUNITY

# Shop locally this holiday season

Shopping local this holiday season can benefit your community in various ways.

Shopping is a big part of the holiday season, when families and friends gather to reconnect and exchange gifts. While the popularity of shopping online has grown, such practices are not always eco-friendly or timely, as gifts bought online must be packaged and shipped, wasting valuable resources and time that last-minute shoppers may not have.

The benefits of shopping locally go beyond convenience and the chance to reduce your carbon footprint. The following are a few ways that shopping locally this holiday season can directly benefit

your community and the people who call it home.

## COMMUNITY IDENTITY

Local small businesses go a long way toward creating a neighborhood identity, and that identity can create a stronger sense of community among you and your neighbors. In addition, a unique community identity can make your town more attractive to outsiders, and that appeal can improve the value of local real estate while also attracting more people to local businesses in your neighborhood.

## LOCAL ECONOMY

When men and women shop locally, they are putting money

back into their local communities. Local small businesses may be owned by your neighbors, and it can be comforting to know that your holiday shopping dollars are going to support a neighbor instead of a large corporation. Local businesses also employ your neighbors, so shopping local can strengthen the local economy by creating jobs that may not exist if you and members of your community fail to support local small businesses.

## CUSTOMER SERVICE

The accessibility of customer service is another oft-overlooked benefit of shopping locally. When buying from national chains, especially during the holiday season



when such businesses may be overwhelmed with orders, making contact with customer service departments can be a trying exercise. In addition, buying locally makes it more convenient for friends and family members who also live in your community to return their gifts.

## The holiday fragrance from

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*Seasonal scents to usher the Yuletide spirit into your home or business!*

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## SHOP LOCAL - STAY HEALTHY

# Bust Up the Stress of the Holidays

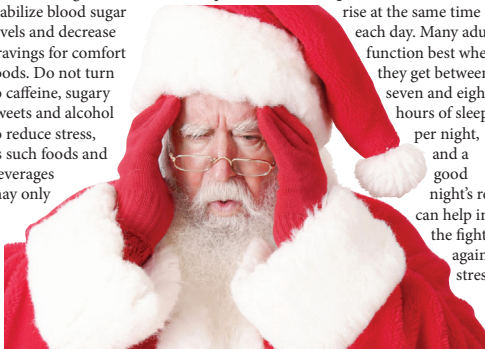
**M**any people find the holiday season can be stressful. Holiday hosts may bear the brunt of seasonal stress, but the season also may be challenging for those who have lost loved ones or do not have close families to celebrate with. When holiday hustle leads to frayed nerves, there are some things people can do to reduce their stress.

• **Hit the gym.** The American Society for Exercise Physiologists says exercise has been shown to increase one's sense of well-being, mood, self-esteem, and stress responsivity. Stress can rev up adrenaline, and exercise can help relieve any pent-up energy and frustration.

• **Eat the right foods.** Stay hydrated and eat plenty of fiber, fruits and vegetables. This can help stabilize blood sugar levels and decrease cravings for comfort foods. Do not turn to caffeine, sugary sweets and alcohol to reduce stress, as such foods and beverages may only

compound the problem.

• **Get ample rest.** Go to bed and rise at the same time each day. Many adults function best when they get between seven and eight hours of sleep per night, and a good night's rest can help in the fight against stress.



• **Engage in activities you enjoy.** Make time for activities that you like to do, such as crafts, hobbies and listening to music. Take time away from holiday tasks to give yourself a break.

• **Skip the need to be perfect.** Christmas movies and holiday ideals portrayed in advertisements can put undue pressure on the average person. Ignore any perceived pressure to have a perfect holiday season, instead resolving to enjoy the time with family and friends.

Stress can impact the ability to enjoy oneself during the holidays. But stress can be overcome, even during this busy time of year.



## Making Christmas Merry!

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Business Cordless Drill

**\$99<sup>97</sup>**  
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Set w/ Bottle Opener

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save 40%  
303214

MultiTalent  
Start Q  
Oscillating  
Tool Kit

**\$119<sup>97</sup>**  
save \$35  
303785



Come in and pick up our **Holiday Gift Guide**, for more gift ideas.  
If it's not in our store, we can get it from our warehouse.

J&W Lumber  
US 287 & Carhart • Clarendon, Texas





## SHOP LOCAL - SUPPORT CHARITIES

# Give the gift of charity

The charity watchdog organization Charity Navigator says that total giving to charitable organizations equalled \$390.05 billion in 2016. This was an increase of 2.7 percent in current dollars from 2015. In fact, giving has increased every year since 1976 with the exception of 1987, 2008 and 2009.

Historically, religious groups receive the largest share of charitable donations. However, education-based charities and human services charities also received a large percentage of donations in 2016, says Giving USA's 2017 Annual Report on Philanthropy.

Giving can be a year-round occurrence, but philanthropy tends to rise during the holiday season when people are feeling charitable. Some people even turn their charitable efforts into gifts for loved ones. The following are some gift ideas that can benefit the recipient, the person doing the giving and a third-party group as well.

## REAL ESTATE

Donating real estate can be an option for the person who has a piece of property or a home they no longer need. Rather than face taxes on the property once it's been sold, donating it to an organization or individual represents a charitable offering, and in some cases, may be eligible for a tax deduction equal to the fair market value of the real estate. Giving a plot of land or transferring a deed to a home to someone worthy

can make for a memorable, life-altering gift.

## EDUCATIONAL BEQUEST

A donation to a college can help pay the tuitions of future students. Some philanthropists like to fund particular renovations at their alma maters or fund scholarships for students looking to work in a particular industry.

## CHARITABLE TRUST OR STOCKS

A charitable trust is a great way to transfer wealth to heirs or simply provide a stream of income over the years. Individuals can establish a period of time during which the assets are held in a trust and when those assets can be accessed.

A tax-efficient way to give is to contribute to long-term securities in a person's name. Recipients of such gifts can choose to cash in their stocks at a later date.

Charitable giving rises during the holiday season. Providing opportunities for friends and loved ones can make a wonderful gift. Find out which options are best for you by speaking with a financial advisor or tax professional.



# Black Friday

Nov. 23, 2018

**SALE RACK SPECIAL!**  
MEN'S & WOMEN'S SHIRTS **STARTING AT \$10**

**\$100 GIFT CARDS FOR \$90**  
**\$50 GIFT CARDS FOR \$45** valid for use starting 12/1/2018

**Free Gift w/ purchase**  
while supplies last

**CORNELL'S COUNTRY STORE**  
CornellsCountryStore.com  
903 E. 2nd • 806-874-6773



SHOP LOCAL - ENJOY FRIENDSHIPS

## Spread the Word

**K**now a great local business? Don't be silent about it. Small businesses need your help, so open up and help spread the word any time you're impressed by a locally owned shop.

### NOTICE THE DETAILS

In many ways, it's the small things that make the best local shops stand out. They might greet their frequent customers by name, stock products that no other stores offer, donate their time and money to worthy local causes and provide a more unique shopping experience that the cookie-cutter chain stores can't match.

Look for these things when you're out shopping, and let your friends know when you find them. You'll be helping your friends out and doing your part to keep your favorite businesses open and thriving.

### SOCIAL MEDIA

Facebook, Twitter, Instagram and Pinterest have opened new doors for spreading the word about your favorite businesses. In fact, online is where a lot of word-of-mouth marketing happens these days as friends share and photograph their everyday shopping trips — for better or worse.

If you run across a local business that's doing a great job, snap a picture or write a post about it. A few good words on social media can have a positive impact for the "shop local" movement in your community.

### IT MATTERS

Studies have shown that buyers trust recommendations from their friends and family far more than they do messages from strangers. Your opinion carries a lot of weight with the people you know, so you can play a big role in helping people avoid the bad shops and flock to the good ones.

So this Christmas, don't do your shopping in a communications vacuum. Look for the best products and experiences in your community this holiday season and share them with the people around you.

Your friends — and some small-business owners — will thank you.



The CHAMBER of COMMERCE presents

# Christmas

in

## Clarendon

### SMALL BUSINESS SATURDAY

NOV. 24, 2018

#### DOWNTOWN CRAFT SALES

ARENA OF LIFE  
CHURCH

NOON TO 8 P.M.  
SATURDAY

## LATE NIGHT SHOPPING

'til 8 pm NOV. 24 • DEC. 6 • DEC. 20

## SPIN THE WHEEL

to win prizes from local merchants with

**\$400 in Clarendon Cash available!**

THREE spinners each night. Your purchase of \$25 or more, starting

November 19, gets you a ticket for a chance to spin. Look for CHRISTMAS IN CLARENDON posters at participating merchants.

**DOUBLE TICKETS SMALL BUSINESS SATURDAY!**

**LATE NIGHT: SANTA • HAY RIDES**

TAKE YOUR 'SELFIE WITH AN ELFIE' AND WIN!

SEE STORES FOR ELF DETAILS.

## SHOP LOCAL - CONTROL YOUR FINANCES

# Set and Stick to a Holiday Budget

The chance to give gifts and spend time with loved ones makes the holiday season a special time of year. But for many people, the holiday season often leads to overspending.

A 2016 survey from the American Research Group found that American shoppers anticipated spending an average of \$930 on gifts that holiday season. Data from T. Rowe Price confirms that parents are spending between \$400 and \$500 per child each year. In 2015, CPA Canada conducted a random phone survey of 1,004 adult Canadians and found the average adult planned to spend \$766 on holiday gifts.

Although these numbers can reflect an overwhelming sense of generosity, many times excessive spending is based on a desire to outdo gifting from the year prior - sometimes at the risk of personal finances. Some people are taking drastic measures to make holidays over-the-top, with some delving into emergency savings while others withdraw prematurely from retirement

accounts. Budgeting for the holiday season can help shoppers keep their finances in check.

## DETERMINE SPENDING PATTERNS

An examination of receipts and spending habits from previous holiday seasons can help individuals establish budgets for the current year. Make a list of all expenses - even the ones that extend beyond holiday giving. These may include expenses such as gym service fees, homeowner's insurance, traveling expenses, gift exchanges at work, and more. Extra costs can add up and should be factored into holiday budgets.

Try to recall if your spending last year felt comfortable or if you were paying off credit cards long after the holiday season had ended. If it's the latter, resolve to make adjustments.

## SET A BUDGET THAT FITS

There is no such thing as a one-

size-fits-all budget. Figure out if there is extra money this season or if times are tight. This will help you plan accordingly and avoid overspending. Shifting priorities can help free up some cash. If children are interested in this year's hot (and likely expensive) gift, cut back on holiday travel or entertaining. Instead of buying gifts for coworkers, buy a drink during a night out.

## USE THE HOLIDAYS AS AN OPPORTUNITY TO SELL

Collectibles, gently used toys, video games, action figures - all of these items may be collecting dust at your home, but they might be coveted by other shoppers. Rely on the season for spending to make some extra income that can be cashed in for your own holiday purchases.

## TRACK SPENDING

Establish a separate account strictly for



holiday spending. This can include a credit card only used for gifts and entertaining or a savings account at a bank or credit union. You won't know what is going out of your account unless you keep careful tabs on it. Tracking spending is the biggest key to sticking with a budget.

Holiday budgeting can be challenging. But with some effort, it is possible to avoid debt and still enjoy a happy holiday season.

**DEC. 1-2**

**WHISTLE STOP TRADE DAYS**

SHOPPING  
FOOD TRUCKS  
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COLD BEER  
FAMILY FUN

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(806)206-6815

**FREE ADMISSION** **9AM-5PM**

*Make Your List!*

**Find something for everybody at the Whistle-Stop!**

## SHOP LOCAL - MAKE IT EASY

# Keep holiday hosting simple and easy

Hosting family and friends for the holidays is a tall task. According to the Bureau of Transportation Statistics, during the Christmas/New Year holiday period, the number of long-distance trips (to and from a destination 50 miles or more away) increases by 23 percent compared to the rest of the year. While many of those traveling will stay in hotels, many more will enjoy the hospitality of loved ones.



Holiday hosting can make an already hectic time of year that much busier, as hosts must prepare their homes for guests in the midst of holiday shopping excursions, office Christmas parties and social engagements around the neighborhood and at kids' schools.

Holiday hosting does not have to run hosts ragged in the days leading up to guests' arrival. The following are a handful of ways to simplify holiday hosting.

Plan menus well in advance of guests' arrival. One of the more time-consuming tasks associated with holiday hosting is cooking. Hosts who plan their holiday menus in advance can get started on prep work several weeks before guests arrive. Choose dishes that can be prepared in advance and then frozen, so dishes need only be defrosted and cooked once guests arrive.

Let guests pitch in. Some hosts may feel obligated to cater to all of their guests' needs during the holiday season. But many guests want to

pitch in any way they can. If guests offer to do some holiday baking or take the family out for dinner during their visits, allow them to do so. This takes a little responsibility away from hosts while also allowing guests to show how much they appreciate the hospitality of their hosts.

Plan a night out. Another way to make hosting friends and family for the holidays less taxing is to plan a night out for everyone. In lieu of cooking at home, dine out at an affordable, family-friendly restaurant before taking everyone to a local holiday light display or trade days. This gets everyone out of the house and allows hosts to showcase their hometown pride.

Rotate hosting duties. The holiday season is full of tradition, and some hosts may feel beholden to tradition and offer to host each year. But family traditions are about getting together, not about getting together in a particular place each year. Families who rotate hosting duties each year can ensure one member of the family does not feel overwhelmed time and again. And sharing hosting duties means someone new gets to avoid the hectic holiday traveling season each year.

**GIFT GIVING**  
**MADE EASY**

**pre-wrapped Gift Baskets ready to go!**

**PARTS 4 PLUS**  
**874-2755**  
317 W. 2ND • CLARENDON

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AUTOMOTIVE SUPPLY  
QUALITY SERVICE





## A lasting gift for Christmas!

We are pleased to offer you a unique naming opportunity. Through the "Take Your Seat" campaign, your tax-deductible donation of \$100 will be used to purchase a theatre seat and inscribe a seat plaque with your name, that of a loved one or a company name. All theater patrons who share that seat during the years to come will see your name as they enjoy a performance.

### How many seats are available?

There will be 204 seats in the Theatre, and they're available on a first-come, first-served basis.

### Can I specify where the seat will be?

Yes, you can select the location of the seat based on availability.

### Is my seat sponsorship tax-deductible?

Your donations to the Mulkey Theatre through the Clarendon Community Fund, an affiliate fund of the Amarillo Area Foundation, are tax deductible under 501(c)3 regulations of the Internal Revenue Service.

### What do I receive if I sponsor a seat?

In addition to a beautiful, permanent plaque on the seat, you will also receive a certificate listing the seat number and location. You will also receive priority access to ticket sales to the Opening Gala and live performances during the theater's first year one-week before tickets go on sale to the general public. As a donor, generations of theatre-goers to come will applaud your generosity!

Please call 806-874-2421 for more information. To Take Your Seat, send payment to Clarendon Community Fund, PO Box 906, Clarendon, TX 79226 and mark "Mulkey Seats" in the memo or come by the Clarendon Visitor Center at the Mulkey Theatre.

SHOP LOCAL - KIDS IN NEED

# Visit The Angel Tree

The economic circumstance of parents shouldn't keep children from experiencing the joy of having a gift to open on Christmas morning. Thanks to a local program, you can help make sure every kid has a Merry Christmas.

Angel Tree applications are currently available at the Burton Memorial Library in downtown Clarendon. Kids ages 12 and under, who might not otherwise have Christmas, are eligible for this program. The application period will close November 30, 2018.

Angels are on the tree now and available for adoption. Go by the Library and select an Angel that you can provide a gift to this Christmas. For more information, contact the Library at 874-3685.



## Saints' Roost Museum Christmas Party

Sat., Dec. 1 • Donley Co. Activity Center  
6:30 to 11:30 p.m.

**\$50<sup>00</sup>/couple**

*Tickets at Every Nook & Cranny,  
Donley County State Bank,  
Saints' Roost Museum  
or from any board member*

**LIVE BAND:**  
*Martin Band*

**Chance to win  
up to \$5,000**



# Deck the Halls, Walls, Tables, and More...

## storewide discounts

# up to 50% OFF!



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SHOWROOM HOURS  
THURSDAY, FRIDAY, MONDAY 10:00 - 6:00  
OR BY APPOINTMENT

# Redecorate for the Holidays



Save on beautiful antique furniture for every room in your home.



Come see our unique inventory!



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THURSDAY, FRIDAY, MONDAY 10:00 – 6:00

OR BY APPOINTMENT



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## SHOP LOCAL - MANAGE YOUR MONEY



## Smart ways to pay for gifts

Entertaining, dinners, gifts, travel, and decorating may make for a festive time of year, but the holidays certainly can put a strain on personal finances. No one wants to experience a financial hangover come January. Therefore, making a plan for paying for holiday expenditures now can help the average person save and protect their finances.

Figuring out how to finance holiday purchases can be just as important as scoping out deals and cashing in coupons. Here's a look at some of the ways to pay for holiday gifts.

### CREDIT CARDS

Many consumers feel that credit cards are the safest way to make purchases, whether in-store or online. With credit cards, shoppers are using a line of credit. Should fraudulent purchases be made or errors in accounting occur, shoppers aren't responsible - the credit card company is in charge of tracking down or absorbing the error.

Now that spending has increased after the last recession, credit card companies are again offering deals to lure in new customers. Rewards cards are quite popular. Such cards offer points, cash back or travel miles to customers who meet certain criteria. For those who can pay off balances and meet the requirements, these cards can

help save substantial amounts of money. Keep in mind that regular cards carry an interest rate of 15 percent on average, while retail store cards may be as high as 24 percent.

### LAYAWAY

Layaway is a safe way to shop for the holidays. Layaway entitles consumers to buy an item by making installment payments. The frequency of payments depends on shoppers' ability to pay. Failure to pay will not affect a credit score or negatively impact credit standing in any way - the consumer may just lose their down payment or be forced to pay a layaway fee. Paying in installments helps lock in a special sale rate and can discourage impulse buying as well.

### CASH AND PREPAID CARDS

Paying in cash can help shoppers avoid overspending on gifts. After setting aside a cash limit, once the money is spent, shopping is done. Paying in cash does carry some risk if the money is stolen or misplaced. Plus, as opposed to paying with credit, which can offer some purchase protection or built-in warranties, cash may have no protective benefits.

As an alternative to cash, consumers may want to purchase pre-loaded cash cards in various amounts. Like cash, when the value on the card is depleted, shopping is finished.



## SHOP LOCAL - NEIGHBOR TO NEIGHBOR

## Don't Be A Stranger

**T**here is no place like home, so why would you choose to leave it for Christmas shopping? By spending your time and money shopping locally, you are more likely to run into friends, family, co-workers and past acquaintances, allowing you to enjoy the season around those you love.

Both behind the counter and in the aisles, you will probably know more people within your local businesses in comparison to the stores 60 miles away. Familiar faces and friendly chats help enrich the already exciting experience of Christmas shopping.

### TEACH THE KIDS

It's never too early to pass on the values that drive you to shop local and support your neighbors. Your sons, daughters, nieces and nephews will earn money and shop for themselves one day, and they may even be future small business owners.

Bringing them along for the shopping trip to your favorite downtown store will give them a

great understanding of the benefits of spending money locally and may spark an entrepreneurial spirit within them.

### LEARN HISTORY

The next time you are perusing through a downtown business, ask yourself if you know the history of the building you are in. Odds are the owner does.

Small business owners are often excellent sources for local history. They can give you detailed information about their buildings or the services that used to be offered through it.

Shopping locally doesn't just enhance the local economy. It can also increase your knowledge of your surroundings.



Free Gift Wrapping • Layaway Available • Gift Certificates

*Christmas*  
**gifts & décor**  
at great prices!



**Every Nook**  
**and Cranny**

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SHOP LOCAL - RELAX &amp; ENJOY

# How to make gift wrapping easier

The process of wrapping holiday gifts can go more smoothly when applying some time-tested tips and tricks.

While holiday shoppers are often enthusiastic about finding great gifts for their loved ones, many are decidedly less excited about wrapping those gifts. Many holiday shoppers spend hours wrapping gifts each year, and as gift lists grow, so does the amount of time needed to get all of those presents wrapped, hidden, packaged and/or shipped. Shoppers can employ the following strategies to make the process go much more smoothly and to reduce gift wrap-related anxiety.

· Relearn the basics. Some people

may think they know how to wrap gifts, only to realize it's harder than it looks once the paper, scissors and Scotch tape comes out. Relearn the basics by viewing online tutorials prior to wrapping gifts so the lessons learned remain fresh in your mind. Learn how to wrap standard clothing gift boxes and recognize that such boxes can often be used to house oddly-shaped items.

· Wrap as you buy. Instead of getting bogged down with wrapping all in one evening, wrap presents as you purchase them. This ensures that you don't leave everything for the last minute and reduces the likelihood that curious kids or inquisitive spouses discover gifts before the big day.

· Work on a hard surface. It may be tempting to lay everything out on your bed and wrap gifts while you're binge-watching the latest Netflix series. But hard surfaces make the best places to wrap gifts. This ensures there won't be any wrinkles in the paper and that you won't lose supplies in the bedspread.

· Rely on double-sided tape. For that professional look, invest in some double-sized tape so you will not have any unsightly tape lines.

· Keep all of your supplies together. Store wrapping paper, scissors, tags, tape, ribbons, and whatever else you may need to wrap gifts in one convenient location. This cuts down on time wasted hunting

for supplies around the house.

· Keep gift bags on hand. Gift bags work in a pinch and make it easy to conceal gifts that are hard to wrap. Curious loved ones can easily peak inside gift bags, so be sure to wrap gifts in tissue paper before placing them in the bags.



## GET READY TO ROLL THIS HOLIDAY SEASON



**Sign up for a gift of \$500**  
for tires or merchandise  
w/ purchase of \$50 or more.

One sign-up per customer. Drawing to be held Dec. 22, 2018.

**Daytime: 874-2755**

317 W. 2ND • CLARENDON

**Nights: 336-1166**



## SHOP LOCAL - SHOP SMALL

## Support small business

In 2010, American Express founded Small Business Saturday to help businesses get more customers. The day encourages shopping at small, locally owned businesses on the Saturday after Thanksgiving.

The first-ever Small Business Saturday was held on Nov. 27, 2010. It encouraged people across the country to support small, local businesses, and started a holiday shopping tradition.

In 2011, from Washington, D.C., to Washington State, governors, mayors, senators, and even President Obama all voiced their support for Small Business Saturday.

Small businesses owned the day in 2012 when American Express encouraged small business owners to take charge of the day, helping them promote their business through free, personalized ads, which appeared millions of times across the web.

In 2013, more than 1,450 neighborhoods celebrated Small Business Saturday, with individuals and local organizations pledging to support the day as Neighborhood Champions.

The nationally recognized movement to celebrate and shop small businesses was created as a counterpart to Black Friday and Cyber Monday. This year's event is slated for Saturday, November 25.



# 15% OFF

# any drink

**FRIDAY & SATURDAY**  
**NOVEMBER 23 & 24**

*The* **BUCKIN'**  
**at The BEAN**

**COFFEE, TEA & MORE**  
**US 287 West • 874-BEAN**

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Treat friends and family  
to a relaxing manicure & pedicure.

**Gift Certificates**  
**ARE GREAT STOCKING STUFFERS!**



## Great Gifts for the Guys on your list!



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- Blue Masonic Trapper Collector's Tin
- John Deere set
- United States Marine Corps
- 1950 Chevy Bullnose Pick-up
- Collectible Case Knife Set
- and More!

## Country Bloomers FLOWERS & GIFTS

Clarendon, Texas • 806.874.2508  
[www.countrybloomers.com](http://www.countrybloomers.com)





# HOLIDAY FUN COLORING CONTEST



## CHRISTMAS COLORING CONTEST ENTRY FORM

PARENT'S NAME: \_\_\_\_\_

CHILD'S NAME: \_\_\_\_\_ AGE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

DAYTIME PHONE: \_\_\_\_\_ HOME PHONE: \_\_\_\_\_

Our judges will select one winner. Ages 5-10 only.

## Win a \$50 cash prize!

Mail colored panel with completed entry form to:  
The Clarendon Enterprise, PO Box 1110, Clarendon, TX 79226.

- Children may use crayons, markers, or colored pencils.
- Parents are encouraged to assist with the entry form but not with coloring.
- Children or relatives of newspaper employees are not eligible to win.
- Decision of judges is final. Entries will not be returned and may be published.
- ALL ENTRIES MUST BE POSTMARKED BY DECEMBER 7, 2018.

## SHOP LOCAL - ALL YEAR LONG

# Shop Local Year Round

Sure, Christmas is a great time to shower your loved ones with locally bought gifts. But what about the other major holidays throughout the year?

Extend your yuletide joy to Mother's Day, Father's Day, birthdays and anniversaries for maximum impact on your local community and business owners.

Your effort in doing so may make more of a difference than you realize. A recent collaborative study by the Small Business Administration, United States Department of Labor and other major organizations found that small businesses employ about 77 million Americans and account for 65 percent of all new jobs over the past 17 years.

So by spending your money locally, you are helping keep your friends and neighbors employed during the holiday season and beyond!

Here are some of the other notable findings from the study:

- Eighty-nine percent of consumers agree that independent businesses contribute positively to local economies.
- Residential neighborhoods served by a successful independent business district gained, on average, 50 percent more in home values than their citywide markets.
- Independent retailers

return more than three times as much money per dollar of sales than chain competitors. Independent restaurants return more than two times as much money per dollar of sales than national restaurant chains.

- If independent businesses regained their 1990 market shares, it would create 200,000 new small businesses, generate nearly \$300 billion in revenues and employ more than 1.6 million American workers.
- If just half of the United States employed population spent \$50 each month at locally owned independent businesses, it would generate more than \$42.6 billion in revenue.
- For every square foot a local firm occupies, the local economy gains \$179, vs. \$105 for a chain store.



# Make it Merry!

## Fun for boys & girls!

### NO AGE LIMIT



JOHN DEERE  
4020 TRACTOR  
& ANIMAL HAULING SET



MAKE EATING FUN!  
CONSTRUCTIVE  
EATING DISH SET



HOG WILD  
CAMO  
POWER  
POPPER



MELISSA  
& DOUG  
PET VET  
PLAY SET



MELISSA & DOUG GROCERY COLLECTION



GAMES FOR ALL AGES



TURBO  
TWISTERS  
REMOTE CONTROLLED

**STOCKING STUFFERS \$4<sup>99</sup> & UP**



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Downtown Clarendon Since 1946  
874-3517 • Monday - Saturday • 10 - 7

Your Holiday Gift Headquarters  
Toys, Jewelry, Clothing, Housewares, and More!

## SHOP LOCAL - MAKING MEMORIES

# Make a Child's First Holiday Special

A baby's life is filled with milestones. First smiles, first steps and first words are just a few of the moments parents will treasure.

A baby's first holiday season is another special time to cherish. Shoppers seeking gifts to make a baby's first holiday special have many clever, cute and functional items to choose from. Several of these gifts can become keepsakes to be tucked into memory boxes for growing kids to look at later in life.



matted frame and child-safe ink or paint to complete the gift.

• Christmas pajamas: What better way to await for the arrival of Christmas than in a pair of snugly pajamas? Send pajamas ahead of Christmas Day so that new parents will have plenty of adorable photo opportunities as their baby boy or girl tears open the gifts. Stores stock several different fun and festive prints, or look into pajamas that can be personalized.

• Photo print package: Photography packages can involve the entire expanding family and will catalog special moments in time. Purchase studio or on-location time with a private photographer, or use one of the popular photography chains found in malls and department stores.

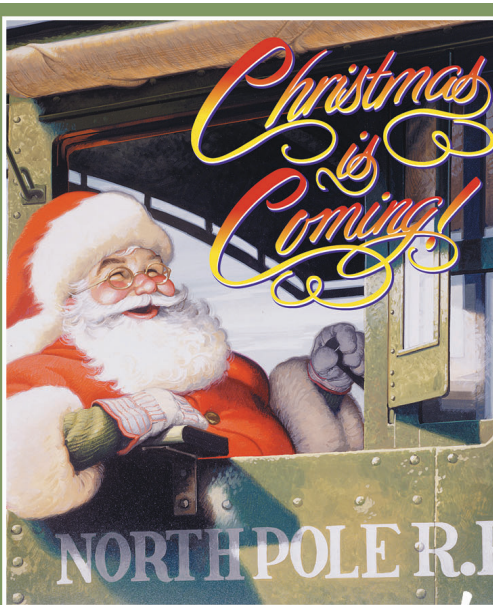
• Personalized framed print: Commemorate the first holiday season with your child by getting a print made with his or her name and age. Leave a space on the print so that the child's parents can customize it even further with their son or daughter's footprints. Include a

• Keepsake ornament: Some families embrace the tradition of adding a new ornament to their Christmas trees each year. Purchase an ornament for the new baby with the year so he or she can join in the tradition.

• Crochet or knit blanket: Crafty individuals can make a blanket that the newest addition to the family can enjoy during the chilly days of winter. These blankets often become treasured keepsakes that may be passed down throughout the family or kept tucked away for kids so they can give them to their own children once they start their own families.

• Piggy bank: Foster good saving habits by gifting a personalized piggy bank. Get kids off on the right foot by depositing a few dollars into the bank before giving the gift.

A new baby brings many changes and fun experiences. Gift-givers can make a baby's first holiday season one filled with joy and whimsy with creative gift ideas.



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## SHOP LOCAL - STAY SANE

## Clever Ways to Clear Out Unwanted Gifts

**P**lenty of holiday gifts hit the mark in terms of usefulness and desirability. But not every gift-giver has a knack for finding the perfect gift.

According to an ING international survey, 81 million unwanted gifts were received in 2015. One in four people didn't want, use or appreciate the gifts they were given. Even though it's the thought that counts, keeping duplicates of gifts or items that are simply not needed is wasteful and can create clutter around the home.

Rather than filling the dark crevices of a seldom-used closet with unwanted sweaters that don't fit or books you never plan to read, consider these clever ways to clear out unwanted gifts.

• **Return or exchange:** Courteous gift-givers often facilitate returns or exchanges by including gift receipts with the gifts they give. Without a receipt, chances are you cannot get a refund. But you may be able to exchange the gift for store credit at the price the item is currently showing. Something is better than nothing.

• **Swap:** Invite friends or family members over for a post-holiday swap party. Encourage everyone to bring a gift they can't use. Make sure you don't offer up something that one of your invitees may have given you.

• **Sell:** Find out the value of the item and then sell it

online or at a tag sale. What you find unnecessary may be a treasure to someone else.

• **Regift:** According to research by Menulog, a food-delivery service in Australia, 52 percent of people are expected to pass on an unwanted gift on to someone else. Toiletry products are often the first to go. If you choose to regift, try to find someone who will make good use of the item. Don't regift opened packages or used items. Also, be careful not to regift an item to the original gift-giver.

• **Transform:** Turn gifts into something else that can serve a purpose in your life. That itchy sweater may make beautiful doll clothing for a child's imaginative play sessions. Many items can be made to fit your style with a different finish, like a new stain color or coat of paint. Empty unwanted perfumes in decorative bottles and use them as decorative pieces around the house.

Unwanted gifts can be given new life by sharing them with others.



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## SHOP LOCAL - QUICK SOLUTIONS

## Last Minute Gift Ideas

**E**arly bird shoppers may purchase and even wrap gifts before December, but eleventh-hour shoppers may need some help come the holiday season. For those last-minute folks, there still are plenty of ways to ensure your shopping list is checked off. The following gifts are quick to purchase and can still make for thoughtful presents.

**Liquor or wine basket:** Prepackaged spirits often come with decorative glasses and other accoutrements for entertaining. What's more, they're convenient to purchase if you're on a time crunch.

**Gas station gift card:** Drivers

will appreciate a gift card to their favorite fueling station. Such cards suit anyone who has a car and frequently travels or commutes.

**Food basket:** A visit to the supermarket or a convenience center can yield many tasty finds that can be packaged together into a gift basket. Pair foods with a gift card to that retailer.

**Premade gifts:** Don't overlook your local pharmacy as a place to find convenient gifts. Look for unique items in the seasonal aisle, where you might be able to find stocking-stuffer toiletries or cosmetic gifts that suit several people on your shopping list.

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