

I AM

THE CALENDAR

- I have two missions: one of utility; one of sentiment.
- I am the symbol of time, combining the past, the present and future. As the clock records the seconds, minutes and hours, I record the days, weeks and years.
- All the world looks at me, talks about me and regulates its social life by me.
- No letter is ever written, no check is ever signed, no book is ever published, no money ever coined that does not bear my imprint. Like the clock, I am one thing the world must constantly consult.
- I ask for and obtain display space in the home, office and public places. In return, I am both useful and decorative.
- In that space, I work constantly for those I represent. I tell other folks who my employers are, where they are located and what services they have to offer.
- I am an omnipresent salesperson, impressing people favorably, reminding them tactfully each day of the year that my employers value their business relationship.
- But I am more. I am an ambassador of good-will, entrusted with a special mission: to remind all women and men of the value placed upon the greatest asset my employers own – the friendship of those they serve.
- I am the calendar.

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