

Take the Crush out of Your Christmas Shopping and



Put It Into the Home

PLAN to do your Christmas shopping Right Away! Go Early to the stores! Your Merchants have loyally complied with every request of the government! All holiday stocks Are on Display, and Ready for you Now! Every Salesperson is keyed up to the Importance of Serving You Promptly and Satisfactorily.

Last Minute gift buying must be eliminated this year. The wasted forces of the usual Christmas Crush is to be turned into winning the war.

Helping Merchant

By shopping early you will find happiness in the consciousness of a Duty Loyalloy Performed--your gifts will Reflect Good Citizenship--you will find the Room and the Time to make Proper Selections, and the Stock will be Unbroken and ample to meet your every demand!

DON'T FORGET--

November Seventeenth is the last day you can send Christmas Gifts "Over There"



Observance, by Christmas Shoppers of the Following Instructions which were issued to retail stores by the Council of National Defense, will save Man-Power, Coal and Gasoline, three important essentials in conservation.

- 1 No extra employes are to be engaged for the holiday trade.
- 2 Extra shopping hours will be eliminated. Shop early in the day---before noon.
- 3 Efforts will be used to induce people to buy only useful gifts.
- 4 Christmas shopping to be finished and gifts in the mail before Dec. 5.
- 5 No extra deliveries. Everybody requested to carry all packages possible.
- 6 Constant advertising of the new policy in all retailers' advertisements.

We Request You to



PAID FOR BY THE RETAIL MERCHANTS