



*This
Christmas*

Uncle Sam and Santa Both Want You to Make This Pledge:

TORRANCE
STORES
Are NOW
COMPLETELY
READY
For Your
CHRISTMAS
SHOPPING

- I Will...**REALLY SHOP EARLY** while assortments are complete. I understand that many items are irreplaceable—some unobtainable anywhere. When necessary I will accept substitutes knowing that such action is unavoidable because certain materials are needed in the war effort.
- I Will...**MAIL GIFTS AT ONCE**, especially those to men and women in the armed forces. I know that advance mailing will also relieve the strain on transportation. The Postmaster General advises that to assure delivery before Christmas, gifts to Eastern points should be mailed by Dec. 5.
- I Will...**SAVE HOURS FOR VICTORY BY WAITING ON MYSELF** whenever the stores make it possible, as I realize that many experienced salespeople are now away doing their part to win the war.
- I Will...**BUY CAREFULLY** in order to avoid needless exchanges.
- I Will...**PLAN SHOPPING TRIPS IN ADVANCE** in order to get as much shopping as possible taken care of without using my automobile too frequently, thus conserving rubber for the war need. I will shop in the morning, preferably the first part of the week, thus avoiding rush hours and interference with war workers.
- I Will...**SHARE MY CAR WITH MY NEIGHBORS** if it is necessary to go shopping by car.
- I Will...**CARRY AS MANY PACKAGES AS I POSSIBLY CAN** in order to cooperate with the government's conservation plan and assist in relieving the shortage of help and trucks.
- I Will...**TAKE PART OF MY CHANGE IN WAR STAMPS.**

Torrance Business Men's Association