

# A Serious Message about Christmas Shopping

**“SHOP EARLY” IS NOT AN IDLE SLOGAN  
THIS YEAR! IT IS A VITAL WARTIME  
NECESSITY IN WHICH BOTH STORES AND  
PUBLIC ALIKE HAVE A DEFINITE PER-  
SONAL INTEREST - - - -**

Being the logical and preferred shopping center of this area, Torrance will attract more Christmas shoppers this year than ever before in its history.

Naturally, your local retail stores again look forward to serving both new and old customers. BUT this year certain shopping problems have arisen which no one has ever had to face before.

First: Stores are short of help. Regular personnel has been depleted. Even with available "extras" few stores will have all of the help they want and need during the Christmas shopping season.

Second: Transportation facilities are already taxed to capacity. Crowds will be the greatest in our retail history. Buses will be even more jammed than usual. Deliveries will have to be cut, or reduced to those items absolutely necessary. Trains will continue to be overloaded with essential travelers and vital wartime shipments. Heavy additional Christmas mailing and gift deliveries during the last of December could easily bring about an extremely serious situation.

Therefore, it is the patriotic duty of both stores and their customers to do everything possible to avoid any "last-minute" shopping peak. The only way serious trouble and disappointment can be avoided is for everyone to do their Christmas Shopping Earlier This Year Than Ever Before — N O W !

Complete your Christmas Shopping as soon as possible . . . while Torrance stocks are still fresh and complete.

## Torrance Retail Merchants Association

*This Announcement Published Cooperatively by the Following Stores:*

**VERDI DRESS SHOP**

1312 Sartori Ave.

**J. C. PENNEY CO.**

1261 Sartori Ave.

**J. J. NEWBERRY CO.**

Sartori Ave. and El Prado

**FIRESTONE STORES**

Marcelina and Cravens

**THE GAY SHOP**

1319 Sartori Ave.

**TORRANCE MEN'S SHOP**

1325 Sartori Ave.

**CHARLENE SPORT SHOP**

1327 Sartori Ave.

**EL PRADO FURNITURE STORE**

1220 El Prado