

It's Practical Patriotism to



SHOP

Early

for GIFTS

"THESE are the times that try men's souls . . ." These are the times when clerks wish they had a soft office job and customers regret that Christmas giving ever assumed such great importance. Yet Christmas shopping can be made one of the most pleasant experiences of the year . . . if it is done practically. Shop as early as possible . . . make a list with at least one alternative for every item . . . buy useful gifts . . . carry your own packages . . . accept substitutes . . . be patient with inexperienced clerks . . . don't expect the impossible in service or merchandise. Shop now and consider the religious significance of the holiday in the days just preceding Christmas.

- **LARGER SELECTION . . .** *The earlier you shop, the better and more extensive the selection of merchandise . . . come in today and choose your Christmas gifts.*
- **FRESHER STOCK . . .** *If you shop now before the goods have been picked over, you will be much more satisfied with your selection . . . it's at its best today!*
- **BETTER SERVICE . . .** *The earlier you shop, the fewer competitors you'll find bidding for the service of the clerks . . . shop now and receive better attention.*

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