

# Buy Early!



## Do Your Christmas Shopping Early

**F**IRST—Because it is to your advantage to do so. Stocks and selections are complete, the Christmas throng is no handicap, employees are alert and wide awake to your every want or need, deliveries are prompt. There are but 60 seconds in each minute, 60 minutes in each hour and a limited number of hours in each shopping day. For purely selfish reasons, if for no other (and who of us is not selfish) you should—SHOP EARLY.

**S**ECOND—The Christmas spirit should be one of peace and good will. The Golden Rule should hold first place in our hearts and minds. In the practice of "Doing unto others as we would have others do unto us" the spirit of tolerance, of patience, of forbearance and of kind consideration for those who serve us should be supreme at this season.

Keeping uppermost in our minds the words of Him whose birth marked the inauguration of the Yuletide we should combine with our "Merry Christmas" His message of "Peace and Good Will." For most of us Christmas means giving and receiving gifts, turkey and the "fixin's" and a general contentment. For the clerk, the shop girl, the messenger and delivery boy, the postman and all others who contribute to our welfare and the realization of the expectations for a happy Christmas, it is a time of trial, hardship and fatigue. The girl who meets your every inquiry, reasonable or otherwise, with a smile is probably so tired from standing all day and far into the evening that when she reaches that haven of rest, home, she is too dog tired to enjoy Christmas or any other holiday.

