

THE BOYS OVER THERE WANT YOU TO KEEP THE HOME FIRES BURNING CHRISTMAS MORNING

They are not worrying about themselves. They are worrying about *you*.

They want to be sure that you are happy. They want to be certain that the war isn't going to rob you of Christmas.

They are taking care of the Hun just for the purpose of perpetuating *your* happiness.

Now, they want a receipt for the price they are paying. They want to have Christmas mean just as much to you this year as it ever has before—save for their absence.

They want it to be the same joyous, festive day that it has always been.

"There's a minor in the carol"—but they want the carol sung."

It is your duty to see to it that their wish is gratified.

Happy thoughts are bullets! Let those "over there" know now that the home fires will be burning on Christmas morning—that all will be well at home.

There is only one way that you can honestly do this. That is by actually doing your Christmas shopping *now*—during this month, without fail.

Putting your shopping off 'till the last minute this year means getting left—failing in the kind of celebration that our boys have set their hearts upon your having.

The Government wisely has decreed that Christmas this year must be regulated in accordance with the needs of the times. There are to be no extra working hours—no extra working forces—no extra deliveries. Time, energy, labor, space—all must be conserved for the business of winning the war.

The mercantile establishments of the city have promised the Council of National Defense that they will cooperate with the Government to the very limit of the regulations, in spirit and in letter.

To make good this promise—and at the same time make possible a happy Christmas—holiday stocks are now spread throughout the stores; and those patriotic merchants who display the "Shop-in-November" symbol, need and deserve *your* co-operation.

You must have the purchasing completed for the boys on the other side before the twentieth of this month. Complete the purchasing for the home folks, also, by the same time—or, at least, before the end of November.

Thousands of patriots have *already* done this. The holiday spirit is everywhere in the stores. One would think this the week before Christmas—save that the stocks are fresher, and the rush is not so great.

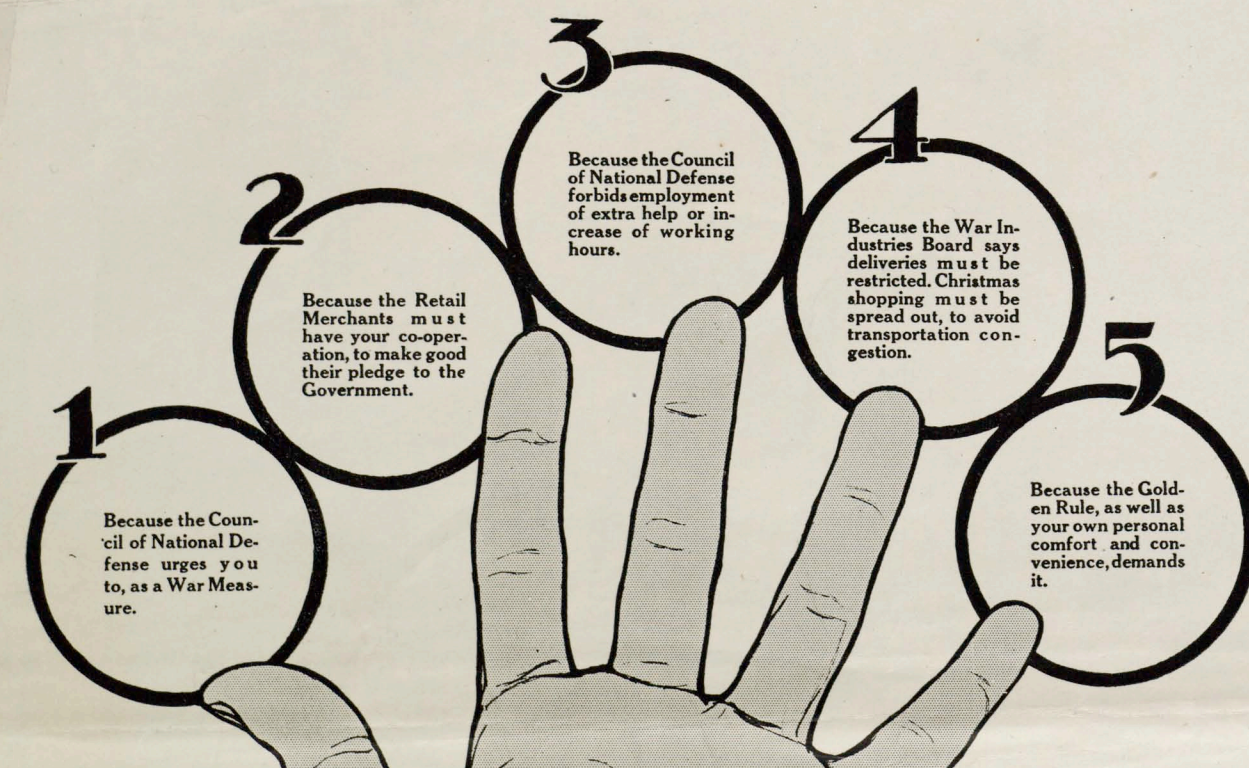
These stocks, for the most part, except in those sections given over to children, are made up of *useful gifts*. The Government asks you to buy only such gifts. And this year *patriotism* dictates that you do so.

Consideration of the enormous tax which the war places upon the transportation and delivery facilities of the country will prompt you also to send your gifts early and to carry as many of them as possible. Start your buying now. Buy early in the week.

Be able to write those "over there" that everything is in readiness for the Christmas they want you to have—that you have again done your small part for the Government, and for their happiness.

Be An Early Christmas Shopper—and Pick from a Full, Fresh Stock

This appeal is made to you by the "Shop-in-November" Committee of New York Women



Five Reasons Why You Should Do Your Christmas Shopping In NOVEMBER

1 Because the Council of National Defense urges you to, as a War Measure.

2 Because the Retail Merchants must have your co-operation, to make good their pledge to the Government.

3 Because the Council of National Defense forbids employment of extra help or increase of working hours.

4 Because the War Industries Board says deliveries must be restricted. Christmas shopping must be spread out, to avoid transportation congestion.

5 Because the Golden Rule, as well as your own personal comfort and convenience, demands it.