

# DO YOUR CHRISTMAS SHOPPING EARLY

## DO IT NOW

Don't let the happiness of the Christmas season, the joy of Christmas giving, be ruined by the rush of last minute Christmas buying.

*Do Your Christmas Shopping early* and avoid the pushing crowds, the overflowing stores, the jammed streets, the necessity of buying anything you can get at the last minute, the likelihood of forgetting someone who ought to be remembered.

*Do Your Christmas Shopping early* and get the advantage of the larger and better stock of goods which the stores carry at the beginning of the season. Save yourself the disappointment of not finding what you want at the last minute.

*Do Your Christmas Shopping early* and help the overworked sales girl. Make it possible for her to give you the attention you want.

*Do Your Christmas Shopping early* and add to the pleasure of those who are to receive your gifts. Christmas gifts that are bought early are more thoughtful gifts, more appropriate gifts, and more carefully selected gifts.

*Do Your Christmas Shopping early* and make sure that your gifts are delivered on time. The U. S. Post Office has ruled that this year postmen will not distribute packages on Christmas Day. This means that you will have to mail your gifts earlier.

## The Concord Daily Tribune Is Your Guide to CHRISTMAS SHOPPING

When determining what Christmas gifts to buy and where to buy, consult the advertising columns of The Tribune for assistance. They contain a most complete display of reliable merchandise from which to make your selection. You will find in The Tribune the announcements of all prominent high-grade stores in Concord. Make The Tribune your Christmas Shopping Guide.

# THE CONCORD DAILY TRIBUNE