

Emergency

*What do you do
when you can't wait?*



WHEN A CRISIS COMES

- ... and you need a prescription filled at midnight
- ... or your plumbing starts leaking
- ... or your car won't start
- ... or you run out of clean shirts
- ... or when the cupboard or the baby is bare

DO YOU saddle up and take a day off to get the matter taken care of in the City, or do you write to a catalog house for help?

OF COURSE NOT. Likely you hardly recognize these and similar predicaments as crises.

Because YOU'VE GOT NEIGHBORS, right here at home ... with their skill and their money invested in establishments able to take most of your troubles on their own shoulders so quickly

that you scarcely notice they are the facilities of all!

But NOW MANY chilled customers, and good business men, and good neighbors, and good workers in civic and church affairs, and good taxpayers ... how many of these have cut down their stocks, laid off employees, or left the country? ... because all you were buying from them was the things you couldn't wait to get somewhere else ... and how many will leave in the future to go where your money is going?

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