

Begin NOW, to SHOP For Christmas, 1918!

America has the most considerate government in the world! Instead of issuing an EDICT banning Christmas commercially for the time—the Council of National Defense IS PUTTING IT SQUARELY UP TO THE PATRIOTISM AND COMMON-SENSE of the STORES and the SHOPPING PUBLIC THEMSELVES, to CONFORM to WAR-TIME NECESSITY, and OBSERVE THE RULES LAID DOWN!

And what are the RULES?

BEGIN your shopping VERY EARLY—so as not to CLOG the NATION'S WAR business! So as to save MAN-POWER and WOMAN-POWER! So as to save COAL, LIGHT and GASOLINE! So as to save the merchants and the country-at-large ALL HOLIDAY TRADE CONGESTION WHATSOEVER!

By all means, observe the Christmas season! Spread all the happiness you CAN among the babies, among the young, the old and middle-aged, and the servants within your gates! But never lose sight of the MAIN IDEA! The CHIEF thing is to co-ordinate in the winning of the war!

The good fireman gets a maximum of STEAM for the COAL consumed, by THINLY SPREADING the shovelful of fresh coal well over the FIRE PIT.

Spread your HOLIDAY PATRONAGE OVER OCTOBER AND NOVEMBER! Have the shopping all done, and the parcels SENT, before the WINTER STORMS set in! Everything attended to before December 5. The postoffices, railroads and express companies will have enough to do then handling the traffic of the WAR, without having to be burdened with business that can be gotten rid of BEFOREHAND! Carry your BUNDLES! Don't abuse the RETURN PRIVILEGE!

SIX RULES TO COVER CHRISTMAS SHOPPING

State Council of Defense called upon to enforce them in Arizona.

Rules to govern Christmas shopping throughout the United States this year have been agreed upon by the retail merchants of the country (officially represented by their trade organizations), and the War Industries Board at Washington. The purpose of the Christmas shopping rules is to release man power and transportation for war work. The rules, as promulgated by the Council of National Defense, are in effect as follows:

Every patriotic citizen is expected by the Council of National Defense, Washington, to co-operate with the merchants of Arizona as follows:

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| 1. Spread Christmas shopping over the months of October, November and December. Do not wait. Start now. | which must go by mail or express. |
| 2. Shop during the early hours of the day. | 5. Avoid giving bulky articles, if they must be sent by mail, freight or express. |
| 3. Buy useful gifts (this does not apply to boys). | 6. Carry home your purchases when possible, and do not request special deliveries. |
| 4. Send before December 5th all Christmas packages | |

Therefore the STATE COUNCIL OF DEFENSE urges every patriotic citizen to co-operate with the merchants in carrying out the rules and regulations of the War Industries Board.

