

Uncle Sammy Claus Wants You



THE

American Empire[©]

PRESENTS CHRISTMAS

CANADA LTD.

THE COMPANY
THAT LETS YOU
DO THINGS

Ever notice how things get a little grey in December. How jobs get hard to find just at the time you need the money to do all those frivolous things-- like buying warm clothes, and heating your house. Snow that shuts everything inside and plugs up the workings of your car.

How long the line-ups at the Unemployment Insurance Office get as the lay-off season gets into the full swing.

Well we at American Empire aren't blind (that's how we managed to stay in business so long). People need a little something to take their minds off their problems. Like a week long drunk, and like buying toys for your kids that self destruct in February. Like the joy of sending out 7,000 Christmas cards to people who in the midst of the Yuletide exultation, you suddenly remember. Like waiting breathlessly for Uncle Sammy Claus, hoping that he brings gifts instead of an eviction notice.

And here at American Empire we dedicate ourselves to making your Christmas as enjoyable as possible. Lots of advertising so you know how best to spend your money. And higher prices for everything that means more jobs and that new mule you've been waiting for.

You know, the more you think about it, Christmas is pretty important to our democratic way of life.

It's not every company that can give its customers a celebration like Christmas. But we think you're important. What's more you need a rest.

Lots of tinsel, lots of liquor, lots of trinkets, and lots of fun.

American Empire, bringing you Christmas since 1930.



Washington. Ottawa. London. Lisbon. Madrid. Rome. Bonn. Bern. The Hague. Copenhagen. Brussels. Vienna. Oslo. Dublin. Canberra. Saigon. Manila. Bangkok. Seoul. Bangoon. Kuala Lumpur. Taipei. New Delhi. Tel Aviv. Karachi. Johannesburg. Lagos. Salisbury. Brazilia. Buenos Aires. Quito. Panama City. Lima. Bogota. Santiago. Mexico City. Tegucigalpa. San Juan. Guantanamo. Paris. Vientiane. Caracas. and many, many more to serve you.