

Christmas Shopping Starts Here and Now



This Christmas, it's sound judgment to buy even the "trifles" you plan to give at the store where quality and wearability are buy-words of long standing. A few years ago, jostling crowds and last-minute rushes were part of the fun of holiday shopping, but times have changed since then, and today people are planning their shopping well in advance. Although, we can't promise you'll find every single item on your shopping list, we do know that you will be delighted with our extensive selection of lovely Christmas gifts throughout the whole store . . . and at prices consistent with your wartime budget. We have gifts you'll want to give as well as receive and we're ready to help you with any suggestions for the "difficult" people on your list. Shop in Christmas City, today. . . .



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SOON:

*We will pass into another
New Year, and at this time
we pause to thank our many
customers for their good-will
during this year, which has
been difficult for both of us.*

*May the New Year bring
Victory and Peace on Earth
once more.*



C. Wallace Co. Ltd.
199 Dundas St. Fair. 3403