

# CHRISTMAS IS PEOPLE

## People Who Make Other People Happy

CHRISTMAS isn't one day in the year... it's every day for people who think of each other. For Christmas is *people*... the people who care. And McCurdy's is the store for people who care.

Christmas is here at McCurdy's where for months we've thought of your Christmas. Thought of everything you'd like to give to make someone happy. Thought of the people who look to McCurdy's for Christmas ideas, Christmas gifts, Christmas service, Christmas values. Thought of the people we love to serve... their needs, their desires, their tastes and their budgets.

Thinking of *you*, we planned and designed our Merry Christmas store. A Merry Christmas store decorated and stocked for people who make others happy. Now we're ready for you... ready to help in your big job ahead.

Come and see what we've planned for you people who are Christmas itself. Come see why we say...

Merry Christmas

from

McCurdy's

let's make everybody happy