

Prices Reduced!

Two words that are being
very much used again

and now everybody is "Shopping Around"

You may be one of the many who are "cutting corners" in your buying until business picks up. A dime is a dime, and you intend to get ten cents' worth or more when you spend it. Well, there are a lot of others just like you.

"Shopping around" is a new experience to some of you business men. You EXPECT quality wherever you buy and look to PRICE as the only differentiating earmark. That creates a lot of opportunities for unscrupulous manufacturers to flood the market with junk, but as yet the casualties haven't mounted to alarming proportions. We say this as a reminder to the novice that he be not too unsuspecting.

However, the fact remains, that many of us are buying on price alone. "We must retrench, therefore we must economize" is the voice that is being "hoarsed" to death. "Prices Reduced" catches your attention much sooner

than "Quality Improved." The Lord help the craftsman because he is being temporarily "shelved." Quantity (price) over Quality, therefore, is the only selling appeal to use.

We could have used that appeal "Prices Reduced" long ago because we have always been able to successfully compete with our Detroit printers. But we talked about quality and service in the good old days. Today we thought we would become contemporary in the sales appeal and use the above heading.

Our prices are lower in most cases than present Detroit prices. And furthermore, WE CAN ASSURE YOU THAT THE HIGH QUALITY OF WORKMANSHIP HAS NOT BEEN AFFECTED IN ANY WAY WHATSOEVER. Nor are you buying a "pig in a poke" here.

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The Birmingham Eccentric

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