



The Unemployed Appeal to the Retail Buyers to Break The Depression

The Unemployed look eagerly for the sign that the Depression is breaking-up.

It is looking to the RETAIL BUYERS in the stores and shops for that sign.

The most encouraging sign that it is breaking-up is seen in the UNCOMMONLY LOW RETAIL PRICES marked on nearly all new goods in stores and shops.

A walk through the retail stores and shops, an examination of quality, quantity and a comparison of prices is now convincing the skeptical and trained buyers—and they are buying.

Rapidly this circle is widening, (and nothing can stop it) and soon there will be a demand for more goods. Five clerks will be needed where only Four were needed before. Then orders will go to the producers for more goods, and idle machines and empty benches will be filled with re-employed men and women.

As RETAIL BUYERS discover that their DOLLARS now buy FIVE items instead of FOUR, their IDLE DOLLARS begin to work—RETAIL BUYING begins to increase and soon of economic necessity prices must rise.

It is an evident economic correlary, that—"When Retail Buyers Hasten to Buy Before Prices Rise, Trade and Industry Improve and Profit"; then the Depression is breaking-up.

Soon the Demand will be on for more goods, and prices must rise. Then RETAIL BUYERS will hurry to buy before prices go higher.

Clerks and Merchants, workmen and manufacturers then profit from their services and utility—more dollars are in the making and the depression is melting away.

Is it not to your best interests to buy now, taking advantage of the bottom prices, when your RETAIL BUYING DOLLAR not only BUYS MORE, but also increases employment and helps break-up the depression?



DEPRESSIONS in the past have proved to be periods of Temporary Price Declines during which RETAIL BUYERS bought at true and real bargain figures.

CONTRIBUTED BY

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MAY WE SUGGEST THAT YOU BUY IN BIRMINGHAM