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Is Not More Than Three-Fourths
of the Retail Buying in America
Done by Women?



America Looks to the Women to Break Up the Depression

In its final conclusion, it will be the Women of America who break-up the depression.

It is significant that more than three-fourths of the RETAIL BUYING in America is done by the Women. This includes many items for men that men would naturally buy, were not their wives better buyers.

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

Daily more and more women are discovering that their RETAIL DOLLAR buys five items where it formerly bought only four.

Many prices have reached such low bargain figures that they are attracting RETAIL BUYERS in rapidly increasing numbers. Soon it will reach the proportions of demand.

Certainly, when RETAIL BUYERS hurry to buy before prices rise—the depression will be breaking up.

Walk through your stores—examine the quality, the quantity, compare the prices with the last you bought, then ask yourself—

“Will I pay more for it 30 days from now?”

It looks as though you will.

Do you not owe it to your best interests to take advantage of the bottom prices now before the rise can begin?

Consider also that every purchase made helps employment. Every RETAIL DOLLAR helps end the depression. Thus your RETAIL DOLLAR does more than buy five items where it formerly bought only four.

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

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The Birmingham Eccentric

MAY WE SUGGEST THAT YOU BUY IN BIRMINGHAM