

WE take-up on our belts and worry through a depression every seven to eleven years in this country. Every sixteen to twenty years it happens to last a little longer and hurt a little harder. Life allows us four great depressions during our "Three score and ten." We have been worrying along with this one for two years; NOW everybody is asking —

When Can We Expect the Depression to Break-up?



The Answer

The most important sign toward recovery is seen in the UNCOMMONLY LOW RETAIL PRICES marked on nearly all new goods in stores and shops.

We know from past experience during similar periods that the RETAIL BUYER has started the recovery.

This was because depressions proved to be periods of TEMPORARY PRICE DECLINES during which RETAIL BUYERS bought at true and real BARGAIN PRICES:

Prices always went down until they reached such bargain figures that the RETAIL BUYER was convinced that his dollar bought more than it had for years before. Then Retail Buying began—and

FOUR IDLE Dollars began to do the work that FIVE Dollars did the year before.

As RETAIL BUYING increased—more goods were ordered from the producers to restock the shelves and Industry revived—and soon

FIVE MEN were employed where only FOUR MEN were employed before.

RETAIL BUYING also developed demand and soon prices began to rise—Then RETAIL BUYERS hurried to buy before prices went higher—Dollars were in the making.

Clerks, Merchants, Workmen and Manufacturers profited from their services and utility—More Dollars were in the making; then the DEPRESSION began breaking-up.

When will the present Depression break-up? Walk through your retail stores, examine the quality—gauge the quantity—judge the prices—estimate how much more your dollar buys today than a year ago—two years ago or three.

Ask yourself: Can such prices last? Will I pay more for it 30 days from now.

It looks as though you will, because RETAIL BUYERS are being convinced that their dollar buys more today.

When RETAIL BUYERS hurry to buy before prices rise then the Depression will be broken.

You owe it to your best interests to take advantage of present bottom prices and help do your part in breaking-up the depression.

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The Birmingham Eccentric

MAY WE SUGGEST THAT YOU BUY IN BIRMINGHAM