



The RETAIL BUYER is beginning to see where Four Dollars now buys FIVE items where they formerly bought FOUR.

This is due to the UNCOMMONLY LOW PRICES on nearly all new goods in RETAIL STORES AND SHOPS, — and this is the most encouraging sign in the breaking-up of the depression.

## The Retail Buyer's Dollars Will Roll us out of the Depression



As Retail Buying increases—Demand develops and of economic necessity prices rise,—Then RETAIL BUYERS hurry to buy before prices go higher and the depression is breaking-up.

DEPRESSIONS of the past have proved to be periods of TEMPORARY PRICE DECLINES during which the RETAIL BUYERS bought at real BARGAIN PRICES

The public is beginning to sense this. More and more RETAIL BUYERS are taking advantage of the low prices.

These retail dollars are doing more than buying five items where they formerly bought four,—they are doing a great economic and patriotic public good.

Employment increases as these dollars roll across the counters in the RETAIL STORES and SHOPS. Are not more men and women needed to produce and sell FIVE items than FOUR?

Can such low prices last? Prices such as you see on nearly all lines of new goods in retail stores?

Walk through your retail stores; examine the values, quantity, quality; compare prices with the last you bought, then

Ask yourself this question!

Will I pay more for it 30 days from now?

The answer is, "It looks as though you will."

Simply because you will be convinced that your RETAIL BUYING DOLLAR buys more today and you will buy, to serve your best interests by taking advantage of the UNCOMMONLY LOW PRICES;

And your neighbor will buy now and your neighbor's neighbor will buy now and soon America will be rolling out of the depression on the RETAIL BUYER'S DOLLAR.

CONTRIBUTED BY

# The Birmingham Eccentric

MAY WE SUGGEST THAT YOU BUY IN BIRMINGHAM