

BUY IN BIRMINGHAM!



DOING YOUR PART Toward Local Recovery



The success of the N.R.A. throughout the country can be nothing more or less than the success of it in individual communities, of which Birmingham is an example. It is quite natural that we who live in Birmingham should concentrate all our energies upon the successful application of the N.R.A. principles within our own community.

Birmingham merchants are displaying the Blue Eagle in their windows 100%. Stores in this community, in co-operating with President Roosevelt's plan, have found it necessary to add, to their list of employees, over 100 new people. This represents an annual increase in operating costs and overhead of \$75,000 per year. And when it is considered that \$75,000 represents only 10% net profit on 3-4 of a million dollars worth of sales and that 3-4 of a million dollars worth of sales represents practically one-third of the annual business of this community, it quickly becomes apparent that the increased cost of co-operating with the President under the N.R.A. means great sacrificing on the part of Birmingham business men.

The buyers in this trading area, when they know these facts, should naturally feel more friendly toward the local merchants' problems and it is hoped that their interest will actively manifest itself through an increased volume of sales, the result of a conscientious effort toward buying in Birmingham whenever possible.

LOOK FOR IT FIRST IN BIRMINGHAM ·· BE NEIGHBORLY

RETAIL MERCHANTS ASS'N