

A Series of "Buy in Highland Park" Editorials No. 1

# Buy and Bank IN HIGHLAND PARK

You Should Be Loyal to Your Territory as You Are to Your Name

**T**HE Highland Park concerns listed below, conscious of the fact that thousands of dollars are sent out of this territory for goods that can be bought at home, have launched a campaign in the hopes that it will create a stronger feeling of community interest—a sentiment most vital to the prosperity of the entire Highland Park trade territory. In bold type you therefore read the slogan they propose to popularize—"BUY AND BANK IN HIGHLAND PARK."

It is the purpose of these progressive concerns whose names appear on this page, to present arguments of such convincing nature that the people of this community will respond thereto with the result that they will make a solemn pledge, to first endeavor to get what they need from home merchants before patronizing out-of-town stores and mail order houses.

The time for consideration of this question could not be more opportune than the present. "Preparedness," the watchword of the United States—should begin at home and can be exemplified in no more far-reaching manner than by real co-operation in this vitally important "BUY AT HOME" movement. It is a thought that should be taken to heart and given consideration by every person who earns their living in or owes their success to this community.

This campaign is launched in the firm belief that the people of this community will follow the dictates of their good sense and bring the "BUY IN HIGHLAND PARK" to an actuality that will be of vast benefit to this entire community."

The "BUY IN HIGHLAND PARK" movement is no selfish propaganda of these progressive concerns who have combined in co-operation community appeal. They urge that you read the brief message they will give you each week through the columns of Highland Park Press. They invite you to give careful consideration to the facts which they present. To talk this matter over with your friends and neighbors. If you do so, results will follow.

The firm resolve to "BUY IN HIGHLAND PARK" will not only help the retail merchants, but the manufacturer and the jobber, the farmers adjacent to our city, the general merchants in nearby towns; it will help every line of business, it will directly or indirectly benefit every individual in this section.

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