

A Series of "Buy and Bank in Highland Park" Editorials No. 7

How a Dollar Circulates

SPEND A DOLLAR with your home merchant and you will have an opportunity of spending it again soon. Spend a dollar away from Highland Park, and that dollar is forever out of circulation as far as Highland Park is concerned.

Spend a dollar in Highland Park for shoes, the shoe man spends it at the drug store, the druggist spends it at the grocery store, the grocer spends it at the dry goods store and the dry goods man spends it with the butcher. The butcher owes you an account and now is able to pay you, because you spent a dollar in Highland Park.

You sold the butcher an insurance policy, or you were his lawyer, or his doctor, carpenter or painter.

That dollar bought seven dollars worth of goods while it was coming back to you. Seven men besides yourself made a profit on that dollar.

The question of "Buying and Banking in Highland Park" is much more than mere loyalty to home merchants—it resolves itself into a matter of whether or not one can reduce or increase their chances to accumulate money, have less money or more money to spend.

Every dollar sent away from Highland Park simply reduces the chances for profit for the man who sent it away.

Looking at it from a hard-headed, business standpoint—it is good, common business sense to spend your money where you have a chance to get at least a part of it back.

Now--Will you "Buy and Bank in Highland Park?"

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