

# The Highland Park Press

## Buy Now To Relieve Unemployment

**T**HERE never has been a time in the last ten years when a dollar would purchase as much value in merchandise and service as it does today. The long period of shortage caused by the war emergency has been overcome and prices are returning to normal. Today a dollar will buy fully \$1.40 worth of merchandise according to post-war values. That is, a nickel now will buy what it took seven cents to buy formerly. The so-called depression at present is largely due to the fact that many people have put the cart before the horse; they have mistaken effect for cause. This is especially true of those with regular jobs and steady incomes. They are as able to buy now as they were when peak prices obtained; in fact, they can buy now to better advantage, because their income will go further, will buy more. But the trouble is they have been influenced by the widespread calamity howl of "hard times" and have curtailed their spending. They are buying less now than when prices were higher. Much of the whole trou-

ble with business today is because this class of job holders are not spending normally, and what is mostly needed is a resumption of normal buying by those who have regular incomes. It isn't necessary to buy a lot of unnecessary things, but if all those who have steady incomes will buy wisely, not timidly nor stintedly, the things they usually buy in season, the things which go to maintain their regular scale of living, times will be better; job holders will be able to keep their positions and those without work will be aided in getting jobs, because demand will be increased. Now is the time to buy that winter overcoat or suit that you need but have hesitated to purchase; now is the time to buy the other things which you are accustomed to buy as winter approaches. It is the timid hesitant buyer who curtails regular scheduled expenditures who is helping to make conditions as they are. Buy now to stimulate business and relieve unemployment. Spend wisely and be willing to pay fair prices. Remember, a dollar today buys more,

Thursday, November 20, 1930

Price 5 Cents