

Are You Hesitating?

About Buying The Things You Need and Can Really Afford

*Does Timidity or Fear of Criticism Keep You From Doing
A Real Service to The Country and to The Unemployed?*

IT IS TRUE that many people have been hard hit by the depression and are struggling to make both ends meet. We all knew it is difficult for them to make many purchases beyond the bare needs of existence.

There are many thousands of men and women, however, who are still receiving a fair income and who could be of tremendous help in aiding the business revival. All you need to do is to buy the things you need and can actually afford.

That doesn't mean that you should buy extravagantly, wastefully, or recklessly. It simply means buying what you need when you need it in a normal, natural way.

Have you been hesitating about buying because of timidity or a fear that you might be criticised? Exactly the reverse should be true?

You are doing a real service to the country, to the unemployed and to yourself when you purchase the things you need and can afford to buy. Every purchase that you make now—large or small—helps to create work and wages for those less fortunate than yourself.

When you buy a new dress, or a new pair of shoes or a new radio or a new refrigerator or a new car you help to give work and wages to people in many sections of the country. When you have the house repainted, rooms repaired or the roof fixed you directly assist other deserving workmen—perhaps in your very neighborhood.

Nothing you could possibly do for those who need help could be more helpful or resultful than this. Sincere, honest, deserving people everywhere would rather have work than charity.

That's the big, broad, humanitarian side of it. The other side is what it means to you personally to buy the things you need and can afford to purchase now. Never were such bargains available. Never were prices so low.

But price isn't everything. Today, as always, quality is the important thing to look for. It pays to buy standard, trade-marked merchandise from firms you can depend on. You're almost always disappointed when you experiment with some unknown brand just because it is cheap.

Your local merchants stand back of the goods they sell. Their personal character guarantees the quality of their merchandise. Read their advertisements and take advantage of the opportunities they offer. Business revival will be speeded up if people will again buy the useful things they need and can afford to buy.

This page is contributed by

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