

WAKE UP--

... it's time to buy



PROSPERITY is not dead in America ... it has simply been asleep ... dreaming bad dreams ... dreams of depression; of the fear of spending ... the delusion of hoarding. We've been in a lethargy from which only a real alarm could arouse us.

But we've heard the alarm now ... the alarm of stagnant business; factories with muted machinery and deplorable unemployment ... and we're ready now to get up and put our dollars to work.

No, Prosperity is not dead. America still has its great natural and industrial resources ... its tremendous capital reserve ... fertile lands; immense savings deposits in the banks; the greatest industries in the world; the most skilled workmen; the highest percentage of home-ownership; the highest percentage of literacy; the highest standards of living and the most cultivated desires for the better things in life.

It's time now for us to put activity back of our resources; to indulge our desires; to release the money we have been hoarding ... in other words to buy so that merchants can move their goods, place orders with the factories for more; enable the factories to employ more men and give to those men in wages the means to buy what you yourself sell or produce.

But we must all do our part in this Buy Now program. Don't wait for "George to do it" or George will wait for us and none of us will get anywhere. You start patronizing George today and George will start buying from Tom, and Tom from Dick and Dick from Harry and Harry from you.

Depression is merely an obsession ... a confession of fear ... a compression on the pulse of prosperity that stops the circulation of money. And money is just as important to the life of business as the circulation of the blood is to the life of the human body.

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"You Buy - - He Works!"

