

W.S.P.D. Radio Talk
April 4, 1932.

"Buy in Toledo" Campaign.

Ladies and gentlemen of the radio audience: You who have been listening in at this hour on previous days will already be familiar with the "Buy in Toledo" campaign now being conducted. It was with considerable hesitation that I enrolled in this campaign—not because I don't believe in buying at home, for I most certainly do believe in patronizing Toledo merchants and Toledo institutions, but because like a good many of you perhaps, I have seen too many campaigns fail. Besides I felt that if many of the citizens of Toledo had had the same experiences I have had they would have a right to be skeptical of another "Buy in Toledo" campaign.

Ladies and gentlemen, anything I say in favor of buying in Toledo is to be understood as wholeheartedly commending those merchants who are motivated by a civic interest in this campaign and just as wholeheartedly condemning those who would use the civic loyalty which we hope to create to boost their prices. Let me make it quite clear that if I believed that the merchants back of this campaign have a primary interest in their own pocketbooks then I wouldn't be here. I wouldn't be here because such an approach to our problem would be futile. It would be futile because you who are

listening in have no confidence in any more schemes. We've had our hopes dashed too often. Public confidence has been undermined repeatedly. No miracle is going to help Toledo, we've got to dig ourselves out of the hole we are in and let us frankly face the fact that the hole is deeper than it ought to be because some citizens of Toledo have been utterly selfish. Some nineteen hundred years ago one who has often been considered an impractical idealist said "he who seeketh to save his life shall lose it". Come back to Toledo O Man of Galilee and witness a demonstration of the truth of one of your paradoxes. If we haven't yet learned that seeking to save our own individual skins is the surest way of making Toledo an unfit place in which to live then by all means let's go on just as we are until we learn that selfishness is poor business. Personally, I believe that a majority of citizens now believe that we can't wait for Europe to settle down, for the stock market to turn the corner, or for the election this fall. If ever we shall deserve to recover and make of Toledo a place where the civic minded citizen will be proud to dwell, it will only be by the efforts which we ourselves make. We are not self contained; we will need outside aid, but we shall never attract that aid until we give a far

more convincing demonstration than we have thus far, that we are first willing to help ourselves.

Can we do it? Most certainly we can. Let me use a simple illustration. Here are five Toledo citizens, Messrs. A, B, C, D and E. Mr. A, owes B \$100, B owes C \$100, etc. Together they owe \$500.00. They get together and bemoan their fate. Oh, its real enough; the combined debt is \$500 and each man is conscious of a crushing burden. But wait, It only takes \$100 of real money to wipe out all of those debts. A pays B, B pays C, etc. Buy in Toledo. Certainly. Every dollar we put in circulation in Toledo and every dollar that is kept in circulation in Toledo helps to liquidate many times its actual value the staggering burden of unemployment, debts, frozen assets and the like. Buy in Toledo as a slogan isn't worth any more than a headline in the papers last summer that President Hoover was going to help the closed banks. But Buy in Toledo as a crusade of an aroused public to the necessity of doing its everlasting utmost to contribute to the economic recovery of this community will bring results. You buyers every time you spend a dollar outside of Toledo, and I am far from saying that it may not be necessary at times, but every time you do, ask yourselves: is this doing anything to retard the upbuilding of my own city?