THE STORY OF MONETARY POLICY

FEDERAL RESERVE BANK OF NEW YORK

WAY, WAY OUT, AT THE EDGE OF THE UNIVERSE...
NEWS OF THE UNIVERSE
TOP 1,000,000 BEST PLACES TO VISIT
#1. PLANET NOVUS
ONE VACATION, PLEASE.
WELL, YOU'VE COME TO THE BEST PLACE!
NOVUS VISITOR INFORMATION
WELCOME
I RECOMMEND STARTING AT THE PARK IN THE CENTER OF TOWN. THERE'S A FESTIVAL TODAY...
VISITOR INFORMATION
OOOOOHHH... THANK YOU, THAT SOUNDS INCREDIBLE.
ONE VACATION UMBRELLA, PLEASE.
COMING RIGHT UP!
BEACH UMBRELLAS
NOVUS #1
PERFECT.
NOVUS PARK
FESTIVAL TODAY!

SEEMS LIKE A REALLY NICE PLACE.
YOU COULD DO A LOT WORSE.
NOVUS IS EXPERIENCING ITS BEST ECONOMIC CONDITIONS IN YEARS!
THAT'S AMAZING. WHAT'S THEIR SECRET?!
I CAN'T RIGHTLY SAY MYSELF...
BUT YOU COULD ASK FLORA OVER THERE. SHE'S ONE OF THE PLANET'S TOP EXPERTS ON MATTERS ECONOMIC AND SUCH.
NEW FLAVOR ALERT!
I HEARD MY NAME!
HI, MR. MURT. WHO'S YOUR NEW FRIEND?
GREETINGS, FLAVOR! WHAT IN THE WORLD KIND OF SPECIES ARE YOU??
OH! THIS IS JUST A COSTUME FOR THE ICE CREAM BUSINESS MY FRIEND AND I OWN.
AND THE NAME'S "FLORA." NICE TO MEET YOU!
IT'S NICE TO MEET YOU, TOO! I'M Q-SEVEN, A BLUE CUBE FROM THE PLANET ALPHA-NUMERICA.
TELL ME, HOW DOES NOVUS MAINTAIN SUCH A VIBRANT AND HEALTHY ECONOMY?
WELL, THE PEOPLE HERE ARE FRIENDLY, AND WE LIKE DOING BUSINESS WITH EACH OTHER...
PLUS, WE RECENTLY SET UP A CENTRAL BANK THAT HELPS US KEEP OUR ECONOMY RUNNING SMOOTHLY.
A "CENTRAL" BANK...?
OUR CENTRAL BANK IS A BANK THAT PROMOTES MAXIMUM EMPLOYMENT, STABLE PRICES, AND MODERATE LONG-TERM INTEREST RATES.
CENTRAL BANK
NEW FLAVOR ALERT!
MAX-I-MUM... EM-PLOY-MENT...
COME ON, HOW 'BOUT I JUST SHOW YOU?!
ALERT!

HAVING STABLE PRICES MEANS PEOPLE HAVE A GENERAL IDEA OF WHAT THINGS WILL COST FROM DAY TO DAY, SO THEY ARE BETTER ABLE TO PLAN ACCORDINGLY.
NEW FLAVOR ALERT!
I'M SELLING SO MANY FISH THESE DAYS, I NEED A BIGGER BOAT.
SOLD
I HAVE JUST THE VESSEL!
I HAVE BUDGETED TWO DOLLARS TO SPEND ON EGGS THIS WEEK.
I CAN WORK WITH THAT. TWO DOLLARS WILL GET YOU TWO DOZEN SMALL EGGS OR ONE GIGANTIC EGG.
EGGS
"A HEALTHY ECONOMY ALSO MEANS BUSINESSES HERE ARE HIRING."
I ONLY HAVE FOUR ARMS, BUT I'M FAST!
NOBODY'S PERFECT!
HELP WANTED

"OLDER CITIZENS, LIKE MY PARENTS, CAN AFFORD TO RETIRE ON THEIR SAVINGS AND INVESTMENTS. AND THE NEXT GENERATION IS ABLE TO EMBARK ON NEW BUSINESS VENTURES."
FLOWERS & FRUIT
GOOD NEWS, FOLKS! WE'VE SECURED YOUR SMALL BUSINESS LOAN.
OUR OWN SHOP!
THIS IS OUR DREAM COME TRUE!
OURS TOO!
HELLO-O-O RETIREMENT!
SOLD
BUSINESS FOR SALE
THE ICE CREAM BUSINESS IS BOOMING! THIS IS MY PARTNER, GLIX, AND OUR FRIEND RALLO. GUYS, THIS IS Q-SEVEN.
WELCOME TO NOVUS! WANT TO TRY OUR NEW ICE CREAM FLAVOR?
I'VE NEVER HAD ICE CREAM.
NEW FLAVOR ALERT!
NEW! BRAD-BERRY
HE'S NEVER HAD ICE CREAM?!
OPEN

YOU'VE NEVER HAD ICE CREAM? WELL, YOU ARE IN FOR A TREAT.
THANK YOU!
HEY, GLIX, UH, AREN'T THOSE YOUR PARENTS?
GLIX!!!
HE'S OVER THERE!
MOM? DAD? WHAT'S WRONG?
IT'S ZEEBLIX, SON. THERE'S SOME SORT OF ECONOMIC CRISIS!
IT JUST KEEPS GETTING WORSE, AND NO ONE KNOWS WHAT TO DO!
SINCE YOU AND YOUR FRIENDS FIXED THE CRISIS ON NOVUS, WE THOUGHT MAYBE YOU COULD DO THE SAME THING FOR ZEEBLIX.
WELL, I'LL CERTAINLY COME HOME AND TAKE A LOOK.
WHAT'S ZEEBLIX?
THAT'S GLIX'S HOME PLANET.
FLORA? RALLO? NEW GUY? WHAT DO YOU SAY? SHOULD WE TRY TO HELP?
PLEEEASE!
ICE CREAM BOT! MIND THE STORE, WE'LL BE RIGHT BACK!
HERE WE GO AGAIN.
I'VE ALWAYS WANTED TO GO TO PLANET ZEEBLIX!
YOU JUST FOUND OUT ABOUT ZEEBLIX TEN SECONDS AGO!
...AND AWAY THEY GO!
GOOD LUCK!
THANKS!

SO HOW DO YOU EVEN *BEGIN* TO SOLVE AN ECONOMIC CRISIS?
WELL, MOM, YOU'RE A DOCTOR. WHAT'S THE FIRST THING YOU DO WHEN TREATING A SICK PATIENT?
HMM... FIRST I COLLECT SOME KEY BITS OF INFORMATION, TO HELP DIAGNOSE THE PROBLEM.

WHAT SORT OF INFORMATION?
I START WITH THE PATIENT'S TEMPERATURE, HEIGHT, WEIGHT, AGE, AND OBSERVE THEIR SYMPTOMS.
THAT'S SIMILAR TO HOW WE DIAGNOSE AN ECONOMIC PROBLEM.
DIAGNOSE A MEDICAL PROBLEM
DATA: TEMPERATURE
HEIGHT
WEIGHT
AGE

BUT INSTEAD OF THINGS LIKE TEMPERATURE, WE LOOK AT ECONOMIC INDICATORS, SUCH AS UNEMPLOYMENT, GDP, AND INFLATION.
I KNOW UNEMPLOYMENT ALL TOO WELL. A LOT OF US ARE LOOKING FOR JOBS ON ZEEBLIX, BUT CAN'T FIND ANY AT THE MOMENT.
DIAGNOSE AN ECONOMIC PROBLEM
DATA: UNEMPLOYMENT
GDP
INFLATION
WHAT'S THAT SECOND THING YOU MENTIONED... G-D-P?
GDP STANDS FOR "GROSS DOMESTIC PRODUCT." THAT'S THE VALUE OF ALL GOODS AND SERVICES AN ECONOMY PRODUCES IN A PERIOD OF TIME—LIKE A YEAR, FOR EXAMPLE.
AND "INFLATION?"

INFLATION MEASURES HOW MUCH THE PRICES OF GOODS AND SERVICES ARE RISING.
THAT'S A BIG PART OF OUR PROBLEM! PRICES KEEP GOING UP AND UP!
THAT SOUNDS LIKE HIGH INFLATION, BUT WE'LL NEED MORE INFORMATION TO BE SURE.
PLANET ZEEBLIX
YOU'RE ALMOST THERE!
WELL, WE'RE ALMOST THERE, SO WE CAN SHOW YOU THE SITUATION FIRSTHAND.

PRICES KEEP RISING HIGHER EVERY DAY, ON BOTH SMALL AND LARGE PURCHASES.
I SURE COULD USE A NEW BOAT, BUT THEY'RE SO EXPENSIVE NOW.
BUT THEY'RE GONNA BE EVEN MORE EXPENSIVE TOMORROW!
SINCE WHEN DO EGGS COST MORE THAN A DOLLAR A DOZEN?
SINCE TODAY.
EGGS
"IF THAT WEREN'T BAD ENOUGH, BUSINESSES CAN'T AFFORD TO HIRE NEW WORKERS."
BAKERY
NOT HIRING
SORRY, I COULD USE THE HELP, BUT MY EXPENSES ARE TOO HIGH FOR ME TO HIRE YOU.

"OLDER CITIZENS AREN'T ABLE TO RETIRE ON THEIR SAVINGS AND INVESTMENTS..."
WE'VE SAVED ALL OUR LIVES, BUT MONEY JUST DOESN'T BUY AS MUCH AS IT USED TO.
PLUS, PRICES ARE RISING SO FAST, WHO KNOWS HOW MUCH OUR SAVINGS WILL BE WORTH TOMORROW?
FLOWERS
"...AND IT MAKES STARTING A NEW BUSINESS HARDER TO AFFORD."
SORRY, BUT WE AREN'T WILLING TO LEND YOU AS MUCH AS YOU NEED.
BANK
SIGH
THERE GOES THAT PLAN.
ICE CREAM
AND TO TOP IT ALL OFF, YOUR FATHER HAD TO SHUT DOWN THE SHOP, WHEN THE DEMAND FOR ICE CREAM DROPPED SIGNIFICANTLY.
OUT OF BUSINESS
HOW IS THAT POSSIBLE? MY DEMAND FOR ICE CREAM HAS NEVER BEEN HIGHER!
YOU JUST FOUND OUT ABOUT ICE CREAM A MINUTE AGO!

LATER THAT DAY...
WE'VE COLLECTED DATA ON YOUR GROSS DOMESTIC PRODUCT—YOUR GDP...
UNEMPLOYMENT
INFLATION
GDP
...AND AS YOU CAN SEE, PRICES HAVE BEEN RISING DRASTICALLY, WHILE THE VALUE, OR PURCHASING POWER, OF YOUR MONEY HAS BEEN PLUMMETING.
PRICES
PURCHASING POWER
BASED ON WHAT WE'VE OBSERVED AND THE DATA WE'VE COLLECTED, WE'RE READY TO MAKE A DIAGNOSIS.
IS IT THE FLU?!
NO, IT'S A CLEAR CASE OF *HIGH INFLATION.*
SO... BETTER OR WORSE THAN THE FLU?
INFLATION IS THE OVERALL INCREASE IN PRICES. HIGH INFLATION MEANS PRICES ARE GOING UP *FAST.*
IF HIGH INFLATION ISN'T CORRECTED, IT CAN LEAD TO HYPERINFLATION—WHEN PRICES RISE AT A RATE THAT'S COMPLETELY OUT OF CONTROL! IN YOUR CASE, HIGH INFLATION HAS LED TO WHAT WE REFER TO AS A "RECESSION," A TEMPORARY ECONOMIC DECLINE.
SO, HOW DO WE BRING IT UNDER CONTROL?

HIGH INFLATION HAPPENS WHEN THE MONEY SUPPLY HAS GROWN TOO QUICKLY. THAT'S WHEN A CENTRAL BANK SHOULD SLOW THINGS DOWN THROUGH *CONTRACTIONARY MONETARY POLICY.*
SPENDING
BORROWING

WE RECOMMEND RAISING INTEREST RATES.*
AMOUNT OF LENDING AND SPENDING
INTEREST RATES
*IN THE UNITED STATES, THE FEDERAL RESERVE SYSTEM HAS TRADITIONALLY RAISED OR LOWERED INTEREST RATES BY BUYING OR SELLING GOVERNMENT SECURITIES IN THE OPEN MARKET.

HIGHER INTEREST RATES MEANS PEOPLE AND BUSINESSES WILL SAVE MORE AND BORROW LESS. THIS SLOWS DOWN THE RATE OF ECONOMIC GROWTH AND DECREASES THE MONEY SUPPLY, WHICH BRINGS HIGH PRICES BACK DOWN.
LENDING AND SPENDING
INTEREST RATES

WHEN HIGH INFLATION IS BROUGHT BACK DOWN TO NORMAL LEVELS, PRICES STABILIZE AND PEOPLE FEEL MORE CONFIDENT ABOUT THE ECONOMY. SOON, BUSINESSES WILL START HIRING AGAIN AND THAT WILL BRING DOWN THE RATE OF UNEMPLOYMENT.

HEY, THAT JUST MIGHT WORK!
THIS HAS REALLY TURNED INTO AN INFORMATIVE VACATION!
YOU SEE, MY HOME PLANET'S ECONOMY IS EXPERIENCING SOMETHING SIMILAR...
"...EXCEPT, INSTEAD OF HIGH PRICES CAUSED BY HIGH INFLATION, STUFF BACK HOME IS BEING SOLD AT VERY LOW PRICES..."
HEY DAD, ARE WE ABLE TO AFFORD A TOY SPACESHIP NOW?
I'M AFRAID NOT, SON.
?
TOY SPACESHIPS
50¢ 25¢
10¢ 5¢
2¢ 1¢?
"...YET FOLKS STILL CAN'T AFFORD IT BECAUSE MONEY IS EXTREMELY SCARCE!"
WAAAAAAHHHHHH!!!!
IT'S GOOD TO KNOW THAT IF OUR BANKS RAISE INTEREST RATES OUR ECONOMY WILL BEGIN TO IMPROVE.
THANKS, Y'ALL!
WAIT, NO!
STOP!
WHAT'S UP?

IT SOUNDS LIKE YOUR PLANET IS EXPERIENCING A *DIFFERENT* KIND OF RECESSION.
THEREFORE... DIFFERENT MONETARY POLICY NEEDS TO BE IMPLEMENTED TO INCREASE THE MONEY SUPPLY.
INTEREST RATES NEED TO BE LOWERED, NOT RAISED! THIS IS *EXPANSIONARY MONETARY POLICY.*
"LOWERING INTEREST RATES WILL ENCOURAGE PEOPLE TO BORROW AND INVEST MORE."
INTEREST RATES
LENDING AND SPENDING
"ONCE MORE MONEY STARTS ENTERING THE ECONOMY, PURCHASING POWER WILL START TO RETURN TO NORMAL."
STOP
LOWER... INTEREST... RATE...
WHY DON'T WE... UGH... COME WITH YOU?
WE CAN HELP YOU ARRIVE AT THE RIGHT SOLUTION FOR YOUR PLANET'S ECONOMY.

LATER THAT DAY...
AS YOU CAN SEE, NO ONE HAS ANY MONEY, SO SELLERS CONTINUE TO SLASH PRICES.
FRESH FISH--50% OFF!
UH, MAYBE TOMORROW?
"BUT HOW LOW IS TOO LOW?"
EGGS COST THREE Q-PENNIES, I CAN'T GO ANY LOWER!
I SEE. THEN GIVE ME ONE-THIRD OF ONE EGG...
I'M SORRY, BUT THAT'S NOT REALLY HOW EGGS WORK.
WANT SOME EGGS?
GROC
"BUSINESSES ARE LAYING OFF WORKERS, OTHERS HAVE SHUT DOWN COMPLETELY."
I WISH I COULD TELL YOU SOMETHING DIFFERENT, BUT I JUST DON'T HAVE ANY WORK FOR YOU TODAY. I DON'T EVEN HAVE WORK FOR ME! THE SHOPPERS JUST AREN'T COMING IN LIKE THEY USED TO.
OH, IT'S... FINE...
OPEN
CLOSED
WHAT'S THE POINT?

"RETIREES ARE UNCERTAIN ABOUT THE PROSPECTS FOR THEIR SAVINGS AND INVESTMENTS."
Welcome to~
ALPHA-NUMERICA
VOTED 3,675,927th BEST PLACE TO VISIT...
HEY, IS THAT A SILVER Q-DOLLAR?
JOB LISTINGS ...
SIGH... NO, IT'S JUST AN OLD GUM WRAPPER.
THIS IS NOT WHERE I WANTED TO BE AT THIS POINT IN MY LIFE.
TELL ME ABOUT IT.
HIRE ME?
ERY
I DON'T THINK THOSE FISH ARE THAT FRESH.
YEP. THIS IS DEFINITELY A RECESSION. LET'S SEE IF WE CAN HELP.
OH, THAT WOULD BE AMAZING!

WHEN WE HELPED ALLEVIATE THE HIGH INFLATION ON ZEEBLIX, WE USED CONTRACTIONARY MONETARY POLICY, WHICH "COOLED" ITS ECONOMY JUST ENOUGH FOR PRICES TO DECLINE TO A MORE NORMAL RANGE.
CONTRACTIONARY
EXPANSIONARY
COOL, COOL, COOL.
BUT WHAT NEEDS TO BE IMPLEMENTED HERE IS EXPANSIONARY MONETARY POLICY. THAT MEANS POLICIES THAT WILL LOWER INTEREST RATES, MAKE IT EASIER FOR PEOPLE TO GET MONEY, AND TO BUY AND SELL GOODS. POLICIES THAT WILL ENCOURAGE PEOPLE TO BORROW FROM BANKS AND MAKE MORE INVESTMENTS.

YES, Q-SEVEN?

WHAT HAPPENS ONCE ALPHA-NUMERICA'S ECONOMY GETS BACK TO NORMAL?
DOES IT STAY THAT WAY FOREVER?
WELL...
NOT ON ITS OWN. BUT THERE ARE MEASURES THAT CAN BE PUT IN PLACE TO HELP YOUR PLANET MAINTAIN A HEALTHY ECONOMY.

COULD WE USE THE DISCOUNT WINDOW?
HMM... INTERESTING IDEA, RALLO.

SO, Q-SEVEN, THERE'S A PHRASE YOU MAY HAVE HEARD BEFORE... "LENDER OF LAST RESORT."
N-N-N-NOPE.
WELL, A CENTRAL BANK CAN BE A LENDER OF LAST RESORT, MEANING IT CAN LEND TO A BANK WHEN OTHERS EITHER CAN'T OR WON'T. PROVIDED THE BANK HAS THE NECESSARY COLLATERAL*.
* COLLATERAL IS SOMETHING GIVEN AS SECURITY THAT WILL BE FORFEITED IF THE LOAN IS NOT PAID BACK.

AND "DISCOUNT WINDOW LENDING" REFERS TO ONE OF THE TRADITIONAL LOAN PROCESSES THAT A CENTRAL BANK USES IN SUCH A CIRCUMSTANCE.
IS IT AN ACTUAL WINDOW?

"WELL, IN THE UNITED STATES, IN THE EARLY DAYS OF ITS CENTRAL BANKING SYSTEM, THERE WERE ACTUAL DISCOUNT WINDOWS THAT LOCAL BANK REPRESENTATIVES COULD WALK UP TO AND REQUEST A LOAN."
DISCOUNT WINDOW
HI. OUR BANK WOULD LIKE TO TAKE OUT A LOAN.
"BUT LIKE MOST THINGS THESE DAYS, THE DISCOUNT WINDOW PROCESS IS NOW CONDUCTED ELECTRONICALLY."

BUT... CAN IT BE AN ACTUAL WINDOW?
OH, UM... SURE, I GUESS SO.
K-FORTY-TWO, BUILD US A WINDOW!
YOU GOT IT, Q-SEVEN!
CARPENTER
"SOMETIMES CIRCUMSTANCES ARISE, SUCH AS BANK RUNS AND PANICS, WHEN EVEN FUNDAMENTALLY SOUND BANKS ARE UNABLE TO PROVIDE THE CASH PEOPLE AND BUSINESSES NEED TO SUSTAIN THE ECONOMY."
"THE RECESSION THAT ALPHA-NUMERICA IS EXPERIENCING COULD POTENTIALLY LEAD TO SUCH CIRCUMSTANCES."
BANK
"BUT, ESTABLISHING A CENTRAL BANK WITH DISCOUNT WINDOW LENDING CAPABILITIES COULD HELP PREVENT THINGS FROM GETTING THAT BAD."
HERE IT IS!
NOT BAD!
DISCOUNT WINDOW
WITH A DISCOUNT WINDOW IN PLACE, YOUR LOCAL BANKS NOW HAVE THE OPTION OF BORROWING MONEY FROM A CENTRAL BANK— WHICH THEY WILL PAY BACK, PLUS INTEREST, OF COURSE.
OF COURSE!
BANKER
BANKER
BANKER
DISCOUNT WINDOW
THIS COMES IN HANDY DURING TIMES OF WIDESPREAD ECONOMIC HARDSHIP, WHEN MANY BANKS MAY BE LOW ON CASH, ALSO CALLED "RESERVES."

IT'S GOOD TO KEEP IN MIND THAT NOT EVERY LOCAL BANK THAT IS EXPERIENCING HARDSHIP MAY DECIDE TO GO THE DISCOUNT WINDOW ROUTE. SOME LOCAL BANKS MAY WORRY THAT TAKING OUT SUCH A LOAN MAY SIGNAL TO OTHER BANKS, AND TO THE PUBLIC AT LARGE, THAT THEY ARE NOT COMPLETELY HEALTHY.

CUSTOMERS MAY BE INCLINED TO TAKE THEIR BUSINESS ELSEWHERE.

HMM...

EXCELLENT POINT, RALLO. AND THAT IS WHY RELYING ON ONE MONETARY POLICY TOOL IS OFTEN NOT ENOUGH.

FOR INSTANCE, IN ORDER TO HELP PREVENT A LOCAL BANK FROM NEEDING AN EMERGENCY LOAN, A CENTRAL BANK COULD REQUIRE THAT BANK TO HAVE A CERTAIN AMOUNT OF RESERVES ON HAND AT ANY GIVEN TIME.

THAT WAY IT'LL BE BETTER PREPARED FOR ANY UNFORESEEN CIRCUMSTANCES.

IF YOU HEAR PEOPLE SAY "RESERVE REQUIREMENTS," THAT IS WHAT THEY'RE TALKING ABOUT.

"IN THE UNITED STATES, THE FEDERAL RESERVE BANKS WILL PAY LOCAL BANKS INTEREST ON ANY RESERVES HELD. THIS IS CALLED 'INTEREST ON RESERVE BALANCES' OR 'IORB' FOR SHORT. IT ACTS AS AN INCENTIVE FOR THE BANKS NOT TO LEND MONEY BELOW A CERTAIN INTEREST RATE."

IT'S VITAL FOR A CENTRAL BANK TO HAVE MULTIPLE TOOLS IN ITS TOOLBOX TO KEEP AN ECONOMY HEALTHY.

YES!

EXACTLY!

THIS IS THE BEST VACATION EVER.

UH-OH. IT LOOKS LIKE WORD OF OUR EXPERTISE HAS SPREAD ACROSS THE GALAXY.
YOU'RE NOT ALL HAVING ECONOMIC CRISES, ARE YOU?
NO, BUT WE WANT TO KNOW IF MONETARY POLICY CAN HELP US PREVENT A CRISIS BEFORE ONE HAPPENS.
ABSOLUTELY! THAT'S GOOD THINKING. BUT EVERY ECONOMY IS DIFFERENT, SO WE'LL HAVE TO VISIT YOUR PLANETS ONE BY ONE.
GULP! RALLO, WHAT HAVE YOU GOTTEN YOURSELF INTO?
WOW, YOU HAVE THE MOST BEAUTIFUL GARDENS I'VE EVER SEEN. MIND IF I PAINT THEM?
HELP YOURSELF. WE'RE PRETTY GOOD GARDENERS, BUT WE DON'T HAVE A CLUE ABOUT MONETARY POLICY.
IN SOME WAYS, MONETARY POLICY IS A LOT LIKE GARDENING...
THINK OF AN ECONOMY LIKE A GARDEN. PLANTS NEED WATER TO SURVIVE.
AND IF THEY DON'T GET ENOUGH WATER, PLANTS DIE.
"BUT TOO MUCH WATER... AND THE SAME THING OCCURS. THE PLANT DIES THIS WAY TOO. THE TRICK IS WATERING PLANTS JUST THE RIGHT AMOUNT."
"A GOOD GARDENER RELIES ON OBSERVATION AND EXPERIENCE. AND WE ECONOMISTS RELY ON DATA, LIKE GDP, INFLATION, AND EMPLOYMENT."
SO, IF WE OBSERVE AND STUDY AND MAKE CHANGES WHEN NEEDED, OUR ECONOMY WILL IMPROVE?
YES. THOUGH JUST LIKE IN A GARDEN, CHANGE IS GRADUAL. IT DOESN'T HAPPEN OVERNIGHT.
BUT, GIVEN TIME...

"...CONTRACTIONARY MONETARY POLICY CAN REDUCE HIGH INFLATION..."

BANK

FLOWERS

ICE CREAM

BAKERY

NOW HIRING

"...AND EXPANSIONARY MONETARY POLICY CAN GET A SLOW ECONOMY MOVING AGAIN."

GRAND OPENING

FISH & FLOWERS

Welcome to~
ALPHA-NUMERICA
VOTED "NO LONGER TERRIBLE"!!

SUPER GROCERY

CHECK OUT MY NEW WHEELS!

HONK HONK

THAT MAKES SENSE. LET'S START GATHERING DATA!
PERFECTION.
HEY GUYS... MASTERPIECE, YES OR NO?
MASTERPIECE, OBVIOUSLY, BUT LET'S GO—THERE IS MUCH MORE TO DO!
AND WITH THAT, OUR BRAVE HEROES SET THEIR SIGHTS ON SPREADING GOOD ECONOMIC SENSE ACROSS THE GALAXY...

BY GATHERING DATA...
FLOWERS
BAKERY
~~NOT~~ MAYBE HIRING?
...AND ANALYZING THE RESULTS...
DIAGNOSE DATA:
...ECONOMIC FORECASTS CAN BE MADE...
DIAGNOSE DATA:
...AND PROBLEMS CAN BE ANTICIPATED...
...AND HOPEFULLY AVOIDED!
ECONOMISTS CAN REACH INFORMED DECISIONS...
FLOWERS
...AND IMPLEMENT APPROPRIATE MONETARY POLICIES!

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