

15th



SATURDAY
Pay Bills Promptly Day



January 17-23

— is —

National
Thrift Week

Am I a Good Customer?

SATURDAY—Pay Your Bills Day

PROCRASTINATION in meeting our bills is, with most of us, merely a matter of habit. We know they must be paid. We intend to pay them. We could just as well do it right away. Then why do we toss them aside to paid next week, or the week after, or several weeks hence?

It is just this habit of mind that is the cause of our paying a little more for nearly everything we eat and wear and use than we would have to if we settled up promptly.

Money which belongs to one person is worth a certain rate of interest when someone else is using it. When we

do not pay our bills promptly we are really having the use of money that belongs to the merchants—who must pay their bills by the 10th of the month or lose their discount. If you and I and a great many other people are using money that should be earning interest for them, they feel quite justified in adding to their prices a margin to cover the loss caused by delinquent customers.

Then, too, slow and bad accounts are the cause of many business failures, and every failure has its effect on the general prosperity of the community.

Let's make a resolution on this, National Pay Bills Promptly Day, to settle our bills as soon as they are due. From a selfish point of view it's just good business.

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