



**January 17-23**

— is —

**National Thrift Week**

**What Does Thrift Mean to You?**

**TUESDAY--*What Does Thrift Mean to You?***

**T**HERE is much confusion in the average person's mind as to the real meaning of the word "Thrift."

Ask the first man you meet what he thinks "Thrift" means. Ten to one he will answer, "Thrift means saving money."

True enough, Thrift does include saving, but that is only part of the picture. It includes a great many other things necessary to a complete and useful life. A clever high school student, in a prize contest, defined Thrift as "the management of your affairs in such a manner that the value of your possessions is constantly being increased."

Thrift means living within your income. It means living for the future as well as the present. It includes wise spending to secure the necessary and pleasant and improving things of life. Most important of all, it means saving a part of every dollar earned and investing these savings in safe securities, in life insurance, in the purchase of a home, in short, providing for the inevitable rainy day, and a secure old age.

January 17th, the birthday of Benjamin Franklin, and the first day of Thrift Week, has been set apart as National Thrift Day in honor of America's foremost apostle of Thrift.

**This Page is Paid for by the Following**

**First National Bank**

**Ladd & Bush Bank**

**Salem Bank of Commerce**

**United States National Bank**