

# National Thrift Week -- Insurance The Protector For Family and Home

## DO YOU BELIEVE

In a comfortable home, warm clothing and good food for wife and children? Education for your children? Provision for old age?

THEN YOU BELIEVE IN LIFE INSURANCE

We Sell It

THE MUTUAL LIFE INSURANCE COMPANY OF NEW YORK

G. M. Sprague (U. S. N. Bank Bldg.) Geo. O. Goodall

## WEST COAST LIFE INSURANCE COMPANY

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Eugene, Oregon

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J. E. D. BROWN, Springfield  
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Resident Agents:  
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## GEO. N. McLEAN

Insurance

## WESTERN STATES LIFE

Our Complete Protection Policy Is The  
Acme Of Perfection

Western Money, Western Made, Should Stay at Home  
For Western Trade

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## THRIFT SHOULD START AT HOME

We can sell you a home  
Just Like Rent

## EUGENE REALTY COMPANY

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Phone 1977 Ninth and Willamette

**REAL ESTATE TRANSFERS**  
Chas. J. Hills et al to Eula M. Hill—Lot 1, blk. 33, 1st add. Oak-  
age, \$10.  
Martin Svarverud et ux to Mahlon  
Sweet—Lot 28, blk. 27, Fairmount  
George R. Medley to T. C. Wheeler  
Part of lot 1, blk. 4, Mantou Park,  
Thick W. Guntley to Edward But-  
ton—8 1/2 of SW 1/4 sec. 4, tp. 20  
S R 11 W, \$10.  
Made P. Jensen et ux to Mrs. Si-  
mon Jensen—Lot 1, blk. 115, Jun-  
ction City, \$150.  
Warner C. Waite et ux to Edward  
N. Jensen et ux—Tract tp. 18 S R  
11 W, \$1000.  
DeMott McMorrin et ux to C. H.  
Malcott—Tract tp. 16 S R 2 W, \$500.  
Chester Stevenson et ux to Elmer  
A. Droste et ux—Part of lots 20-19-  
18 Patterson add. Eugene, \$10.  
Lawrence E. Lawson to George A.  
Lawson—Tracts tp. 20 S R 4 W, \$10.  
Emma A. Sly to Clay M. Stone—  
Tract in Creswell, \$10.  
Frank J. Sly to Clay M. Stone—  
Tract in Creswell, \$100.  
Henry D. Sheldon et ux to John T.  
Foreman et ux—Tract in blk. 25,  
Fairmount, \$10.

- 1—Pay Bills Day  
Saturday, 17th
- 2—Share With Others Day  
Sunday, 18th
- 3—Thrift or Bank Day  
Monday, 19th
- 4—Life Insurance Day  
Tuesday, 20th
- 5—Own Your Home Day  
Wednesday, 21st
- 6—Budget Day  
Thursday, 22nd
- 7—Safe Investment Day  
Friday, 23rd

National Thrift Week is an economic movement based on the principle that thrift is a fundamental of success, prosperity and happiness. Hence the slogan "For Success and Happiness."

The campaign is conducted during the week of January 17-23, and endorsed by forty-seven of the leading industrial, religious and educational organizations of the country.

National Thrift Week always begins on Benjamin Franklin's birthday, January 17. This historical background is important because Franklin is the American Apostle of Thrift. Each of the succeeding days is devoted to some specific thrifty enterprise as will be noted by consulting the calendar at the top of the page.

## INSURE YOUR DREAMS

Deep in your heart is a dream for the future—something you know you must accomplish for your loved ones.

Your goal may be a fund to support your wife or mother in the sunset years of life, an education for children or a "nest egg" to start a son in business. Whatever it is, you know you must reach it. You will—if you live.

But—if you should die? Would your fondest hopes be wrecked? Sufficient life insurance, taken out now, will make your dream come true even then.

Act today—Consult life insurance representative. Talk with him frankly, tell him your individual problem and you may rely on him to suggest the policy best suiting your needs.

Life Insurance is your first step to Thrift. Your Insurance is the great protector and dividend paying investment. Are you properly and sufficiently insured. Talk to your agent this week, he will prove to be your guiding friend. See the representatives on this page and you will be headed in the right direction.

## MAKE THRIFT A HABIT

Under the stress of the Great War, our citizens came to realize that thrift was both a patriotic service and an economic necessity. After the Armistice came relaxation and extravagance. The public then had somewhat the same feeling for the practise of thrift that the convalescent patient feels as to the observance of a careful diet. It is the same kind of impatience that the soldier awaiting demobilization felt on matters of discipline, now that victory had been won and the fighting had ceased.

National Thrift Week, beginning with the anniversary of Benjamin Franklin's birthday on January 17, will remind us that the measures by which we are enabled to surmount individual, business and national crises are merely the intensification of those which are essential for the preservation of private and public welfare in ordinary times.

If we would have health, we must follow rules of right living while we are well, not alone when we are ill. An efficient army must be as responsive to discipline when in camp as when in the front line trenches. If we would have individual and national prosperity, we must adhere to economic principles both in ordinary times and in times of stress.

Thrift is preached not because any right-thinking person doubts its value, but because: 1st—it is an essential of adequate national strength, as well as of individual welfare; 2nd—because its practical, wide-spread and continued application requires a persistent campaign of education, and 3rd—because it actually has hostile forces arrayed against it.

We are serving our neighbors, our country, and the world, as well as ourselves, when we practice thrift. We will all gain by giving special thought during the week of January 17-23 to the practical application of principles of thrift to our personal and community problems. Then let's try to continue, and to be thrifty till another Thrift Week rolls around.

## LIFE INSURANCE DAY

Perhaps the protection of one's loved ones by insurance is an emphasis of Thrift Week which receives as much consideration as any other. "If we are not worth anything to our families or ourselves let us not think of insurance day or any other day. But if we are valuable to our families and other kinfolk, if we are the bread winners, keeping the well-known wolf from the door, it behooves us to make sensible provision for eventualities so that those we leave behind may not face privation, distress, and want. Now, during Thrift Week, is the time to do it.

## MAKING YOUR FUTURE SAFE

Equitable Life Insurance builds the structure of confidence and Security. Here are eight safeguards and protective investments in Equitable policies.  
1—Cash to pay outstanding bills and debts. 2—Lump sum to pay off mortgage.  
3—Income policy to pay the family monthly bills. 4—Money for the Children's Education. 5—Funds to keep business running or buy deceased associate's business.  
6—Cash to pay Federal and State Income Taxes. 7—Gifts to Charities. 8—Either lump sum or income for old age.

ROBERT W. EARLE, District Manager

Equitable Life Assurance Society of the U. S.  
Phone 1985-L Res. 772 13th Ave. East. Office Castle Theatre Bldg.

## J. H. McKINLEY

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and  
Bonds

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Ninth and Willamette

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The

## J. K. PRATT

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Castle Theatre Building

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See Eugene's Largest  
Home Sellers

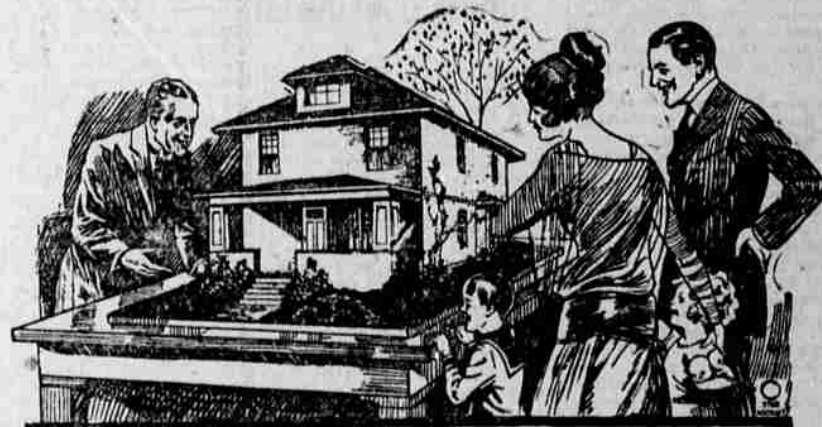
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W. B. COOPER, Realtor

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You owe it to yourself, to your wife and children, to investigate our many fine realty and home offerings. Many splendid homes for your choice.

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