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One Billion Dollars during the past year from the savings of our thrifty, but unorganized financially American people through investments in uncertain enterprises.

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## THRIFT WEEK COOPERATING ORGANIZATIONS

### National Organizations Fostering The Movement Of Thrift Week

Each year National Thrift Week is gaining strength and popularity. Greater enrollments of enthusiastic workers are reported in all parts of the nation. With the present strong endorsement and general public support, National Thrift Week will become one of the greatest conservation



NEW MANAGEMENT VENETA HALL BIG DANCE SAT. NIGHT Good Music—Good Eats—Good Time—Everybody Come

movements this great nation has ever experienced. A concentrated week of real merit, of genuine purpose. Here are the cooperating organizations of the big Thrift Week movement: American Bankers Association. American City Bureau. American Construction Council. American Home Economics Association. American Library Association. American Life Convention. American Management Association. American Paper and Pulp Association. American Red Cross. American Society for Thrift. Association of Life Agency Officers. Associated Advertising Clubs of the World. Association of Life Insurance Presidents. Boy Scouts of America. Bureau for the Advancement of Music. Camp Fire Girls. Chamber of Commerce of the U. S. Community Service, Inc. Council of Y. M. H. & K. Associations. Farm Mortgage Bankers Association of America. Federated Council of Churches. General Federation of Women's Clubs. Girl Scouts. The Kiwanis Club—International. Music Industries Chamber of Commerce. National Association of Life Underwriters. National Association of Mutual Savings Banks. National Association of Real Estate Boards. National Association Retail Clothiers. National Association Retail Druggists. National Association Retail Grocers. National Board of the Y. W. C. A. National Budget Committee. National Education Association. National Fed. of Construction Industries. National Fraternal Congress of America. National Kindergarten Association. National Retail Dry Goods Association. Retail Credit Men's National Association. Retailers Commercial Union. Save the Surface Campaign. Savings Bank Association of the State of New York. Savings Division U. S. Treasury Dept. U. S. League of Building & Loan Ass'n's. United Stewardship Council of Churches. United States Post Office Department. Thrift Week Enthusiasm. With an active committee of men of vision Detroit devoted \$2,500 and a large amount of energy to one of the best observances of National Thrift Week ever held. Over \$4,600 went into display advertising, over \$1,000 to literature and exhibits, and \$1,200 to follow-up. The last item points to a new day in Thrift activity. Sermons on Thrift were given in fifteen churches. 50,000 leaflets were distributed and radio reached 600,000. Some 75,000 were stimulated to a greater appreciation of banking institutions, 10,000 of building and loan associations, 55,000 of life insurance, 50,000 of home ownership, 60,000 of sharing with others, 40,000 of making a will, 65,000 of paying bills promptly, 100,000 of making a budget and 40,000 of investing safely. The newspapers reached 4,000,000, the advertising being handled by a committee appointed by the Advertiser's Club. Merchants, schools and civic organizations cooperated with enthusiasm. Thrift was the dominating thought of this great city during National Thrift Week. They Come to the Parks to Learn Thrift. In Honolulu, Hawaii, a new feature consisted of holding an outdoor mass meeting in different parks throughout the city each evening of the week. A program of movies, music and effective thrift talks proved very popular and the attendance ran as high as eight hundred. Another feature was a large meeting to which only boys and girls under eighteen years of age were admitted who had earned and saved three dollars or more. A bank book was presented as the ticket of admission. Here the Honolulu Junior Thrift Club was organized, the president being the one with the largest bank account. The banks gave prizes to the five with the largest amount of savings. The essay contest was more effective than in previous years, due to new features. The department of public instruction sent out a list of ten subjects to all the teachers throughout the territory the first of the month. Practically every student from the fifth grade to the senior high school wrote thrift essays. The governor issued a proclamation. President Coolidge Endorses Thrift Week. The American people, taken as a whole, have been very quick to grasp the benefits that result from thrift and industry, and the cultivation of a saving disposition. They have not only deposited money in banks, but invested it in all kinds of business enterprises. Those who have started in this direction have always found that real satisfaction arises, not from indulgence, but from achievement. Those who save regularly find an increasing power, not only of finances, but of character. It is through the use of such power, for wise and just ends, that we can better our whole industrial and commercial establishment. It is not too much to say that the growth of America, as we know it, has been the result of these agencies. It has been not only the vision and the high purpose of our forefathers, but likewise their work and their savings, which have created our country, and on the confederation of which the whole future and welfare of our people rests. The habit of saving is a constructive virtue. WOOD'S ORCHESTRA At Liberty for engagement every Tuesday, Phone 345 or write W. J. Wood, care St. Francis Hotel, Eugene, Ore. 127

## Loyal Legion Will Meet Monday Night

SPRINGFIELD, Jan. 22. — (Special).—What part the local 4-L will play in the forest protection enterprise now going forward under the

leadership of Nelson P. Macduff, supervisor of the Cascade national forest, will be decided at a meeting of the Loyal Legion of Loggers and Lumbermen Monday night January 20 in the Woodman hall, according to D. W. McKinnon, secretary for the local. A decision will be reached about entering a float in a parade to be

sponsored by the forest service. McKinnon said. The question of putting up money for a competition among school students on the subject of forest protection will be discussed. It will be the possibility of a 4-L exhibition of St. Patrick's day.

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## MASTERING YOUR EARNING STRENGTH—ENGINEERING YOUR MONEY POWER

A Clear Statement of Facts as Set Forth by H. E. Hungerford.

Money power—this vital force in our civilization—is a major factor in the life of almost every individual.

What can this economic energy—called money—do for a human being?

It can add much to his happiness.

It can supply wholesome food and comfortable shelter.

It can provide the recreation that makes for good health.

It can make possible educational advantages, study courses and travel, that tend to fullness of life.

It can bring the necessities and many of the comforts of life.

It can insure, through safe investments, economic independence—freedom from financial worries.

It can, by being wisely given to worthy causes, yield a blessing to the giver—and a boon to humanity.

Or it can, if this money power is not properly engineered, become a deadly curse—destroying body and soul.

How can a person secure a sufficient amount of money power to possess the worthwhile qualities it is capable of providing?

Many books have been written to answer this question. Strange as it may seem to some folks, the volume which gives the best answer—a practical one not difficult to follow—is the Bible.

Much is said in this Good Book about money, its tremendous power for happiness—and sorrow—Christ, himself, talked more on this subject than any other.

The substance of His teachings is—seek first a right attitude toward material wealth then happiness and prosperity will follow—not in any miraculous fashion—but usually slowly—and surely.

To work at something useful to society is a moral obligation laid on every individual. In order for civilization to be maintained on its present basis, to say nothing of advancement, a certain amount of constructive labor must be performed daily. Food products must be grown, railroads must be operated, homes must be built. Every person who is a good sportsman will want to do his share.

He will want to do more. Real happiness comes through notable achievement. That in turn is the reward for an attitude toward work which inspires the worker to enthusiastically inject his maximum energy into the task at hand. Such a conception of usefulness brings its sure return in dollars. Advancement is almost certain to follow one who adopts such an ideal.

Business men have found truth in the slogan "He who serves best profits most."

There is another source of money power—wise spending.

## 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 associates' 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. EARL, District Manager Equitable Life Assurance Society of the U. S. PHONE 1985-L

## J. H. McKINLEY

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