

"For Success and Happiness!"

National Thrift Week, January 17-23

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!"

Fostered by the Y. M. C. A. and endorsed by forty-seven leading industrial, religious and educational organizations of the country, this national movement for economic betterment appeals to young and old alike.

As a fitting tribute to Benjamin Franklin, America's foremost advocate of thrift, National Thrift Week starts with his birthday, Sunday, January 17. This occasion is known as "Share With Others Day" and is destined to show that thrift is not miserly; that real thrift includes the share-with-others idea.

This thought is one of the basic virtues of most religions.

The Ten Point

Success

Creed

WORK AND EARN.

MAKE A BUDGET. RECORD EXPENDITURES.

HAVE A BANK ACCOUNT.

CARRY LIFE INSURANCE.

OWN YOUR HOME.

MAKE A WH.L.

INVEST IN SAFE SECURITIES

PAY BILLS PROMPTLY. SHARE WITH OTHERS

Likewise, each succeeding day of the movement is devoted to a fundamental principle of success, prosperity and happiness. You can derive personal benefits and aid others by participating in this thrift campaign.

Get in touch with the Y. M. C. A. or any of the organizations which have made possible this co-operative advertisement. They will gladly advise with you and welcome your support.

Remember always that the cardinal principle of thrift is not so much saving, as spending wisely. The rules for successful and happy life govern a place for spending and a place for

You will find the secret of "Success and Happiness" by following each day of National Thrift Week, and you will bring success and happiness to many others at the same time The following merchants endorse this movement:

WHITEHEAD STANDART 6

BIRMINGHAM -MICHIGAN FIRST STATE SAVINGS BANK

BIRMINGHAM, MICHIGAN



THOS. H. COBB INSURANCE AGENCY

nes 948 and 949 Bank Bldg

Birmingham, Mich.

Bingham, Sparks & Bingham

REAL ESTATE 132 S. Woodward

WHITEHEAD

Birmingham Credit Bureau

123 East Maple Phone 95 BIRMINGHAM, MICHIGAN

Vingham, Sparks & Mingham .

NSURANCE

GLENN E. ROUTIER

1081/2 N. WOODWARD AVE. PHONE 446 Birmingham, Michigan

AKLAND REALTY CO. BIRMINGHAM, MICHIGAN

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