

Thrift Week

Will Be Observed in

ALLIANCE, NEBRASKA

During the

Week of January 17 to 23

The National Institution of THRIFT WEEK was started during the last drive for War Savings Stamps. All over the United States the program outlined was pursued by organized civic effort and the result was a startling benefit for the country in general. This year, with the financial situation in the Middle West in aggravated circumstances,

THE PROGRAM OF NATIONAL THRIFT WEEK COMES AS A FINE CHANCE FOR LESSENING THE BURDEN OF THE PRESENT STRINGENCY

Read over the proposed activities for the different days and then act by the suggestions that are offered:

Thrift Week Comprises the Following Days

Monday, January 17—National thrift day or bank day — to emphasize the service the banks render to stimulate the starting of bank accounts, both saving and check.

Wednesday, January 19—National Life Insurance Day — to emphasize the importance of protecting the family by creating an estate.

Friday—January 21—Make a Will Day — To emphasize the value of planning for the future welfare of dependents.

Tuesday, January 18—Budget Day—to emphasize the importance of planning expenditures, careful buying, wise investments and keeping a record of where the money goes.

Thursday, January 20—Own Your Own Home day—to emphasize the importance of living under one's own roof.

Saturday, January 22 — Pay Your Bills Promptly Day—To emphasize the value of credit and the moral obligation of paying what you owe when it is due.

Sunday, January 23—Share With Others Day—To emphasize the need of giving systematically to worthy causes instead of becoming a tightwad.

You Can Easily See the Value in Concerted Action

Judge for yourself, after studying the program, how much benefit the entire community will derive if everyone adopts the plan.

There is no one thing more important than **Starting a Bank Account**. It starts you in the habit of saving or keeping accurate account as well as close check on your expenditures. Be sure to begin Thrift Week right. You'll be better off—you'll spend more wisely.

The importance of keeping a Budget of Expenses can only be realized by those who have tried it. All big business does this—and the satisfaction is just as great and more easily attained in case of the family. A checking account is of vital necessity here, too.

Pay your bills promptly—at this time especially the good in this urge can be seen. Paying bills, notes, etc., is simply an interchange of money. We all owe each other, and if all pay we straighten accounts, get a clean slate and feel like undertaking new things.

First National Bank

First State Bank

Guardian State Bank

Alliance National Bank