

### Constructive Saving Plan Makes It Easy to Build Fund

#### Opening an Account and Building It to Sizeable Volume Through New Thrift Plan Is Simple and Effective Way.

Simple in operation and direct in results in building up the savings account in the community, the savings plan of the Bankers and Merchants Savings Plan organization will undoubtedly result in thousands of new accounts being opened up in Omaha during the next few weeks.

Right at the start the individual or the family is offered absolutely free a \$1 deposit in the Peters National bank. There is no impetuosity attached to the initial start of \$1 except the expressed desire to save indicated by starting an account. Script certificates received from the merchants co-operating in the plan will swell the account and regular cash deposits added to it will create a sizeable fund of money at the end of a year.

The plan in itself is very simple. A child or housewife to become a member of the plan must open a savings account with the Peters National bank with at least \$1. Upon receipt of the \$1 they are sent a pass

book showing the \$1 credit with the Peters National bank, and also they receive a membership card which gives them the privilege to trade with the merchant members, names of which are printed thereon, and receive the benefit of the 2 1/2 per cent cash savings script which is issued by the merchant at the rate of 2 1/2 per cent on the dollar on all cash purchases. When the saver has accumulated cash saving script with a total value of 25 cents, 50 cents, \$1 or more, it is presented to the merchant member where it is secured and in turn they receive a cashier's check covering the cash value of their script. This check is depositable only to their savings account.

For merchants like grocers, druggists, and other lines where the purchases are 10 cents, 15 cents, 25 cents, 50 cents or \$1 five denominations of script as follows: On the 10 cent purchase a 1/4 of a cent script, on the 15-cent purchase a 3/8 of a cent script, on the 25-cent purchase a 5/8 of a cent script, on the 50-cent pur-

**Learn to Say No.**

There are many difficult words in the unabridged dictionary, but the hardest of all, is a tiny one of only two letters—the word, "NO."

Literally thousands of good people in every community have not learned to say "No."

Temptations to spend unwisely are constantly at one's elbow. Fashion and display are ever beckoning; alluring pleasures entice.

Now, nearly every person in the world will admit that thrift is the best policy and that future success depends largely on what is saved, day by day and week by week.

Yet, when the test comes—when the issue has to be squarely met, a large percentage begin to stutter and stammer over that word "No" and fail to get it out.

"They go ahead and spend—against their better judgment. And so, we advise those who cannot say this little word, to place a fixed sum of money in this institution each week and then go off somewhere and practice the art of pronunciation, so that at the proper time, they can say "NO-NO," and say it loud and strong. Wise spending is good, without it the wheels of business would clog, but don't spend it all.

(Copyright, "Forging Ahead.")

chase 1 1/2 script and on the \$1 purchase 2 1/2 script.

An illustration of how fast script certificates will make a saving account grow is indicated in the following table:

### Entrance of Peters National Bank



Located in the Peters Trust building, where certificates for \$1.00 and script certificates received with purchases may be deposited.

### Billy Loans Vi His Back so Star of Smith Players Can Sign Check Entitling Her to \$1



Vi Shaffer shares with Billy Van Allen a portion of the feature honors with the musical comedy company now appearing at the New Empress. Signing the \$1 voucher is apparently an agreeable task if one can judge from the smile on Vi's face, and as for Billy, who is acting as an improvised writing desk, he is undoubtedly giving vent to his favorite expression: "Hot ziggity."

### Can Build Fund for Your Child

#### Cash Savings Script Will Guarantee Future of Boy or Girl.

Suppose some good friend should come to you, a friend whose integrity and financial standing you knew to be beyond question, suppose he should come to you and say:

"Stop worrying about your child's future. I will take care of it. When your youngster reaches the right age I will provide the money for his college education, or if you do not want him to go to college, I will finance his start in business or I will make the first payment on a home for him. In fact, I will take \$1,000 to \$1,500 or more out of my pocket when he reaches the age of 17 to use in any way you see fit."

Would you refuse this offer? Would you not halt this plan a benefactor? If you refuse such an offer would you not be robbing your child?

Undoubtedly you would consider such an offer too good to be true. And yet it is just such an offer as this that your local merchants make you through your child's membership in the bankers and merchants' savings plan of the Peters National bank.

It is your duty to guarantee your child's future if you can. Your child's future depends almost entirely upon your financial condition, not at the present time but at the time he or she is ready to start the struggle of life alone. And who can tell now with any degree of certainty what you will be able to offer your child then?

There is one way by which your child is assured of a start in life that you want him to have without cost to you. That way is through cash savings script.

The definite bankable savings that you can secure through cash savings script on everything you buy, guarantees your child's future even more fully than if you accepted the offer of some kind friend to look after his welfare. No matter what your financial condition is when your child reaches maturity, cash savings script affords safety and security.

Cash savings script costs you nothing, not even an effort to secure it. It is free with everything you buy—everything you use in daily life. It means education, success for your boy or girl. In later years it will make his or her life happier, you easier. No matter how much you will be able to offer your child with which to start life, cash savings script will enable you to offer more.

In the parable of the talents none of the characters seem to have been shown the beauties of a sure thing investment which would insure a total loss which would indicate that in those days they did not have Cassie Chadwick, Ponzis, Doc Cooks or even Dollingers—Columbus Dispatch.

A writer says that May Sinclair has an edge as keen as a razor. If it's like some of our safety blades May has a big pull.—Milwaukee Journal.

### This Table of Results

#### Better Illustrates the Possibilities of Our Plan

If You Spend	IF THE ACCOUNT IS STARTED AT THE AGE OF—												
	Birth	1 Yr.	2	3	4	5	6	7	8	9	10	11	12
\$20 per Month	\$152	\$143	\$133	\$123	\$114	\$104	\$95	\$87	\$78	\$70	\$62	\$54	\$47
\$20 to \$30 per Month	229	214	200	185	171	157	143	130	117	105	93	81	70
\$30 to \$40 per Month	308	287	267	247	228	209	191	173	156	140	124	108	93
\$40 to \$50 per Month	382	355	330	306	282	261	239	217	196	175	155	136	117
\$50 to \$60 per Month	463	429	400	370	341	313	286	260	230	210	186	163	140
\$60 to \$70 per Month	540	503	468	433	399	367	335	304	274	245	217	190	164
\$70 to \$80 per Month	623	573	532	493	455	418	382	347	313	280	248	217	187
\$80 to \$90 per Month	699	649	603	559	515	474	435	395	357	315	278	245	211
\$90 to \$100 per Month	780	711	660	611	564	522	477	434	391	350	310	271	234
\$100 to \$120 per Month	922	859	799	734	682	627	573	520	469	420	372	326	281
\$120 to \$140 per Month	1070	997	926	858	796	731	672	607	548	490	434	380	327
\$140 to \$160 per Month	1246	1146	1064	986	910	836	764	694	626	560	496	434	374
\$160 to \$180 per Month	1398	1298	1203	1118	1030	958	870	790	714	630	556	490	422
\$180 to \$200 per Month	1560	1422	1320	1222	1128	1044	954	863	782	700	620	542	468
\$200 to \$220 per Month	1702	1508	1459	1345	1246	1149	1050	954	860	770	682	597	515

### Wall Paper!

"They ought to be shot on sight! There ought to be some special and agonizing torture designed for them! Every last one of them ought to be horse-whipped and then hanged!"

Burgess was talking to his secretary and was much struck with it. He was unusual to see this conservative old banker emotional over anything. He viewed life with a patient and practical eye. With him, nothing was ever so bad that it might not have been worse and nothing was ever so good that it might not be improved.

It must indeed be an extraordinary thing which could so move old Burgess to wave his arms and raise his voice. I went over and asked why all the fireworks.

"These investment crooks," he roared. "You see that poor old couple going out the door? The woman came in here last week to withdraw her entire account. It represents all her savings for years. I asked her what she was going to do with it and it seems that one of those silver-tongued stock salesmen had got hold of her and her husband, and was going to make them rich over night."

"She told me the whole scheme, and I give you my word it was the most plausible thing I ever heard. The holes in it were so cleverly covered up I couldn't put my finger on them at a glance."

"I persuaded her to let me turn it over to our statistical department to look up before she put her money in it. But it's the same old story."

"Yes, the silver-tongued crooks elaborate literature on how important it was to buy at once, how the price was going up, how the who-hesitates-is-lost! Then he called again and told her husband that they'd have to buy at once or not at all."

"Well, they signed the contract, drew out their money and gave it to the salesman."

"She's just been in with her husband trying to keep the tears back and asking if there isn't something we can do to get their money back. Here's the report I got for her. But she wouldn't wait for it."

"Wouldn't you think they'd take us into their confidence? They know us, they have had dealings with us for years, they know our whole

thought is to protect them and keep them from losing their savings, that we go to great expense to maintain our statistical department to look up investments for them."

"I tried to get her to let the manager of our own bond department pick out a good safe bond for her. But no. She wanted to believe in the stock salesman. It's the old desire to get rich quick to get something for nothing—and by the time they learn that it can't be done they've lost all their savings."

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### The Upward Road.

"Well, David," said the president of the company, after a conference on routine matters, "I see your friends are saving up your money; rather nice salary you are getting here; they ought to have laid aside quite a bit of it by now."

"I don't quite understand, sir," replied David blankly, "there is no one saving anything for me, that I know of."

"Quite right," explained the executive, "they are not saving it for you, but from you—they are laying it up for themselves."

"Why, how in the world," said the junior assistant, "can any one save my money when it is paid to me?"

"It is this way," continued the man of affairs, "dollars are never lost sight of; money that you waste is always appreciated and saved by someone else. Some day, David, I want to make you one of my executive lieutenants, but before I do, you must develop thrift. I must know that you can save your own money or I shall not be in a position to let you experiment with mine."

And so David took the suggestion in the right spirit and next pay day opened a thrift account at the bank. A year after that little conference with the president, he had a snug sum to his credit; but that was not all—he got the big job up ahead—not for the \$500 or more that he had saved, but because of the principle involved. Everywhere business men watch their employees to see if among them is material for promotion and one of the chief things they want to know is this: "Does he save money?"

Thrift opens the door of opportunity. Begin to save now so that you may not miss your chance, when it comes.

#### How and Where Original Package Ice Cream Sherbets Came into Omaha.

### Better Ice Cream Gives Better Health

"Our Quality Never Begs"

Arabian Slaves served to the emperors of Rome, their favorite luxury—SNOW—brought down from the mountains in the north of Italy. Roman history declares SNOW as a king's dessert.

Ballon tells of finding snow served in Constantinople in 1553. The Italian historian, Pisanellas, told how the natives of certain hot regions of Italy were subject to raging fevers and how with the discovery of snow, milk, sweetened water and ices those fevers were completely stamped out.

In the court of Henry III, cold dishes were in high favor among the discriminating nobles.

But finally came the big discovery—True Ice Cream. In the year 1750, Florin, an Italian, conceived the idea that frozen cream would be far more delicious than frozen water, and from this discovery in far off Italy, one of the greatest American industries has been evolved.

During the colonial period of our history ice cream was frequently served in the mansions of the fine old families. In 1786 the New York Post Boy, one of the earliest newspapers, carried an advertisement for ice cream, perhaps the first to be published in America.

Although Thomas Masters, an Englishman, is credited with the invention of the first practical ice-cream making machinery, American initiative developed the industry to its present state of perfection.

The first wholesaler of ice cream in America is believed to have been a Mr. Jacob Fursel. Beginning as a milk dealer, he turned to ice cream making an outlet for his surplus cream, and even now, new ideas, newer, better methods of manufacture are constantly conceived. J. A. Pardoe Co. take modest pride in the particular assistance they have been giving in the production of ice cream that is noticeably smoother, more mellow and more delicious than any ever before put on sale in Omaha since the year 1922 when they established their business of manufacturers of ice cream sherbets to consumers after years of hard study and experimentation from the very first as above history noted. Equipping the most sanitary ice cream manufacturing plants in this country and are the first and only exclusive packaging concern in Omaha to install a Majouner packing machine, thereby enabling them to hold good to their original established price of 1922 to the present date.

They were the only ice cream manufacturers that have never raised their price above 50c a quart and 25c per pint. They alone have given the consumers of Omaha the protection both in quality and lowest price and the consumers of ice cream have so earnestly shown their appreciation that the Pardoe Co. were compelled to expand their business by establishing many ice cream stations in various locations throughout Omaha for the convenience of their hundreds of appreciative customers. These stations are all equipped with their own patented sanitary (products never touched by human hands) cabinets—also along with their regular stock of ice cream sherbets, the trade can purchase Pardoe's Individual Fruit and Nut Sundaes, spoon given with each cup, 10c each; the same Sundae served in an ice cream parlor would cost 25c. Eat a sundae while you sit, walk or ride. Free delivery. Phone or ask for our daily specials with or without sherbet centers—they cost no more than regular stock ice cream. Don't overlook our packaged sherbets and ices, sold at same prices as their ice cream.

Pardoe Ice Cream Company

### Here's Great Thrift Week News From the Dundee:-- DARING TAILORING SALE



A sale so extraordinary in the money savings it affords that no man with a spirit of thrift could possibly resist its appeal. Dundee Suits are Union Made.

#### Cash Saving Script With Every Suit.



#### Starting Saturday A SALE OF Made to Your Measure

# SUITS \$ 35

With Extra  
Trousers

Suits of all wool materials, tailored to your individual measurement and guaranteed in every detail.

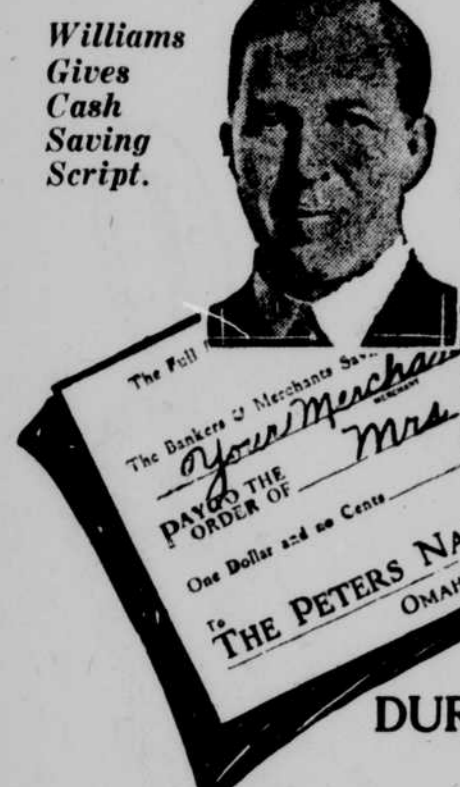
To duplicate these suits and extra trousers would cost you \$55 to \$60, and with the special Thrift Week offer of an extra \$2.50 Cashier's Check with each suit purchased should compel every man in need of a new suit to order at once.

A wonderful range of wools from which to make your selections. Don't delay another day. Share in this big Thrift week offer.

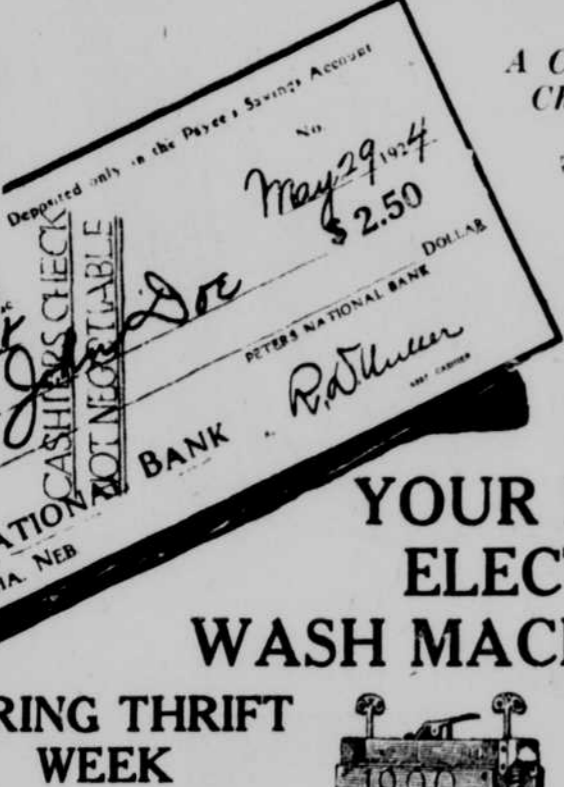
## Dundee

WOOLEN MILLS

Northwest Corner 15th and Harney



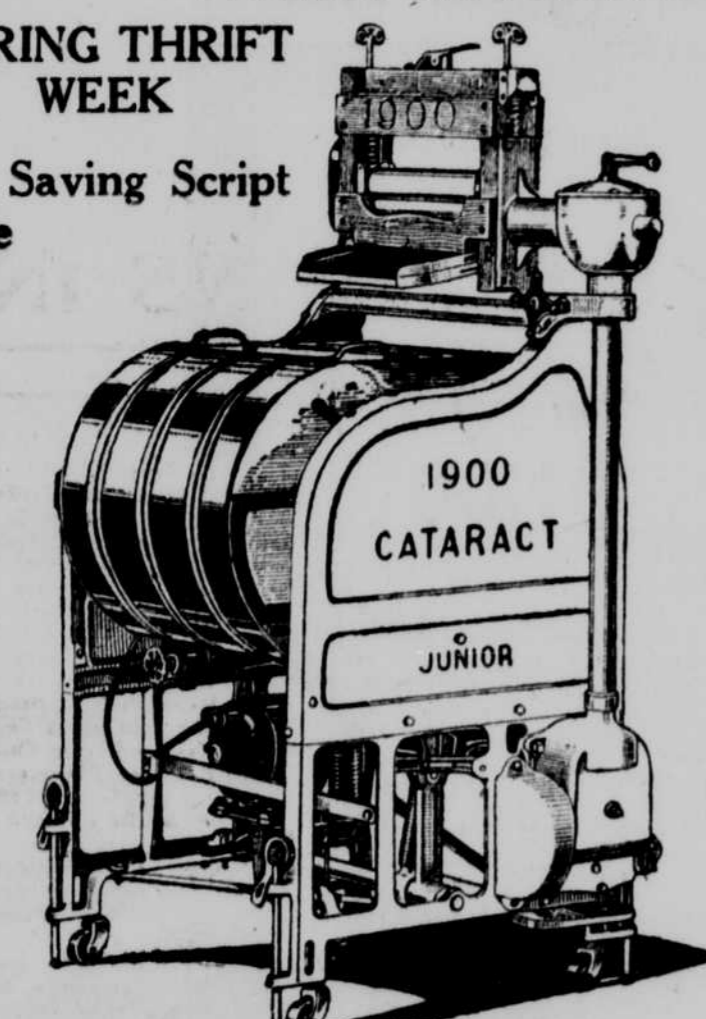
#### Williams Gives Cash Saving Script.



#### A Cashier's Check for \$2.50 FREE for the asking

### BUY YOUR NEW ELECTRIC WASH MACHINE

#### DURING THRIFT WEEK



#### In addition to Cash Saving Script we shall give with the purchase of

#### A. B. C. Vacuum Washer 1900 Cataract Easy Vacuum or Laundry Queen

#### A Cashier's Check for \$250

The Thrifty housewife will find the greatest possible economy in an Electric Washer. Greatest values at all times are to be had at

# E. B. Williams

1905 Farnam Household Appliances AT. 1011