

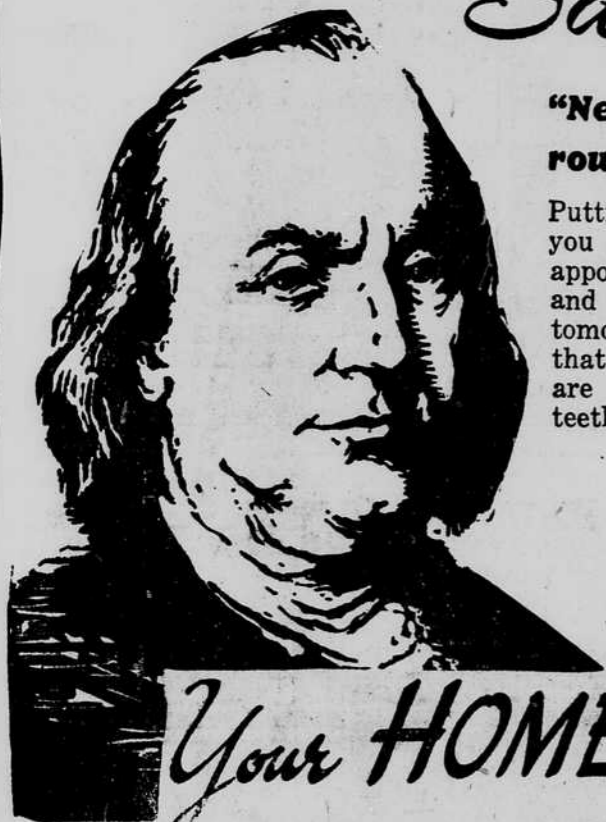


NATIONAL THRIFT WEEK

JANUARY 17th thru 23rd

Tradition has long made of Ben Franklin the symbol of thriftiness which finds him the approved representative still for NATIONAL THRIFT WEEK. His many wise sayings are still a good guide which is followed by those who practice thrift and look forward to security for the future. When the present is taken care of, too many of us forget to realize the uncertainties of the future. It has been the chosen factor of benefactors such as Ben Franklin to always remind us to look ahead, providing for necessities and the comforts which make life serene in later years. Foresight is something we all must practice if we are to retain our independence and self-regard.

Ben Franklin Said It!



"Never leave that till tomorrow which you can do today."

Putting off the purchase of those things you need for the home may lead to disappointment. The very thing you want and need may be here today and gone tomorrow . . . for no need to tell you that many items in the furniture line are as scarce as the proverbial "hen's teeth."

**We Say . . .
IT IS THRIFTY TO
INVEST NOW IN**

Your HOME BEAUTIFUL



Before deciding on furnishings (whether it be for your new home or just a room or an occasional piece) visit Pender Furniture Co. We will be more than glad to help and advise you—and of course at no obligation on your part.

DIAL 4954
Pender FURNITURE COMPANY
ASSISTANT HOMEMAKERS
28 SOUTH FRONT ST.
WILMINGTON, N. C.

Join the
"March of Dimes"
in the fight
against
INFANTILE
PARALYSIS

**THRIFT BESTOWS MANY GIFTS
ON THOSE WHO PRACTICE IT.**

NATIONAL Thrift WEEK

January
17th - 23rd

Practice Thrift By Buying
QUALITY DIAMONDS and JEWELRY

Huggins
JEWELERS

"FOR THREE GENERATIONS"
125 PRINCESS ST.



NATIONAL THRIFT WEEK

Jan. 17th - 23rd

**Be Prepared For An
Emergency . . .**

**START A SAVINGS
ACCOUNT NOW!**

If Ben Franklin were living today he would advocate this safety plan.

It will pay you to look ahead by building a steady cash reserve. Be prepared to meet an emergency without cashing in your War Bonds.

OPEN AN ACCOUNT TODAY

at

**THE MORRIS
PLANBANK**

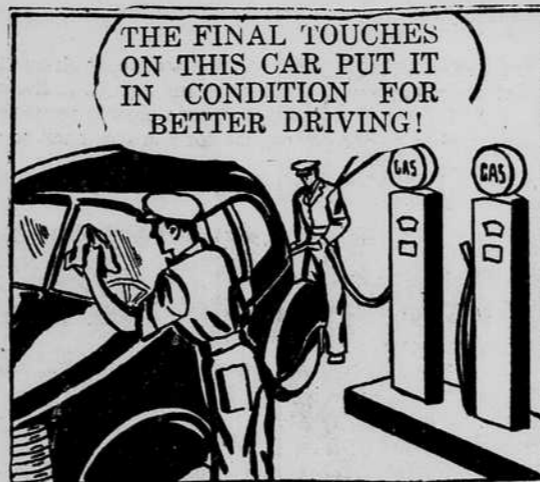
of Wilmington

NATIONAL THRIFT WEEK

Jan. 17th—23rd

BE THRIFTY!

Keep Your CAR In Good Running Condition



Your car will run better and last longer if you let us service it regularly. Use Puroil Gas and Oil

Bring Your Car To Us for:

- MOTOR TUNE-UP
- BATTERY RECHARGING
- WHEEL ALIGNMENT
- TIRE REPAIR

CAUSEY'S
AUTOMOTIVE SERVICE

12th and Market Sts.

Cooperative Building & Loan Ass'n.



Ben Franklin Said It!

"A man may, if he knows not how to save as he gets, keep his nose to the grindstone."

Today the wise man both keeps his nose to the grindstone and saves as he gets. Furthermore, the more he earns through diligent work, the more he saves. Be a wise man. Start an account with us today.

NATIONAL Thrift WEEK

Save Your

Money Now!

- For an education
- For postwar travel
- For new furniture

**S
A
V
E**

- For a postwar home
- For remodeling
- For an automobile

DUE TO INCREASING LOAN VOLUME

We Are Now in a Position to Accept

Full Paid Investment Funds

Up To \$5,000 Each Account

INSURED By An Agency of the U. S. Government
Without Any Cost to You

—Start An Account Today—

Liberal Dividends Payable: Jan. 1st—July 1st Each Year

**COOPERATIVE
Building & Loan Ass'n.**

124 Princess Street

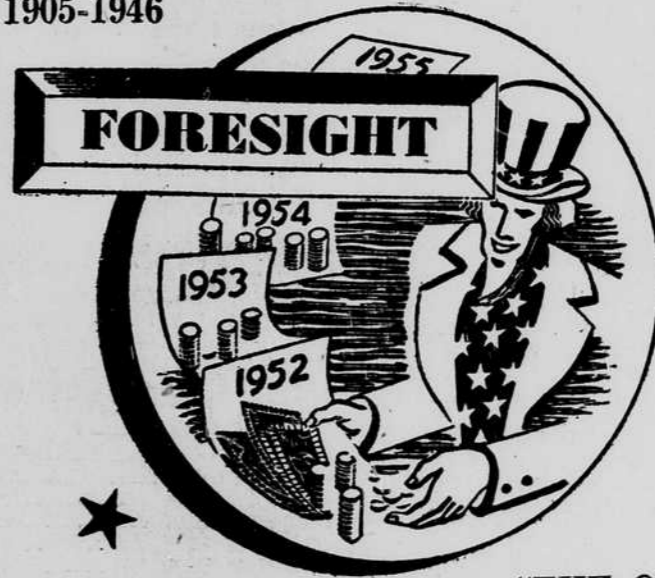
FREDERICK WILLETTS, Sec'y-Treas.

48 Years Of Operation Without A Loss

Authorized Capital \$10,000,000.00



1905-1946



**NATIONAL
THRIFT WEEK**

Jan. 17th - 23rd

Be Thrifty . . .

Buy Quality

FURNITURE

— At —

"THE OLD RELIABLE"

and Save

Wilmington Furniture and Storage Corp.
"THE OLD RELIABLE"