

NATIONAL THRIFT WEEK



JANUARY 17th thru 23rd

Tradition has long made of Ben Franklin the symbol of thrift which still finds him the approved representative for NATIONAL THRIFT WEEK. His many wise sayings are still a good guide which are 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.

**What Could Be More
THRIFTY
Than A Treat For Yourself**

In The Form Of A

Boat and Motor

Now On Our Floors For Inspection And Immediate Delivery Are Boats Of All Sizes And Types

PLACE YOUR ORDER NOW FOR AN EVINRUDE SPORTSMAN OUT-BOARD MOTOR.

MAKE YOUR SELECTIONS NOW

ANCHOR

HARDWARE COMPANY

Corner Front And Dock Streets

**BE THRIFT-T!
USE OUR
THRIFT-T
SERVICE**

- ★ Flat Work Finished
- ★ Wearing Apparel Returned Damp—Ready To Iron—

Were Ben Franklin Alive Today He Would Advise—"Great Savings From A Good Laundry"



SUNSHINE LAUNDRY

LAUNDERERS — DRY CLEANERS — RUG CLEANERS

THRIFT BESTOWS MANY GIFTS
On Those Who Practice It!

NATIONAL Thrift Week
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★ Practice Thrift By Buying

QUALITY DIAMONDS and JEWELRY

At

Huggins JEWELERS
"FOR THREE GENERATIONS"
125 PRINCESS ST.

SULPHUR AND MOLASSES

Remember that good old remedy which cleared your system at least once a year. Boy! Was it effective!

Businesses need a big swig of the same medicine, sometime, to clear their inventories.

We will feel much better when we move a lot of miscellaneous goods, so we are taking our medicine in the form of

PRICE CUTS—\$500.00 WORTH

Come In And Find What You Need—You May Be Sure The Price Is Too Low.

Everything from wire strainers and towel racks to wrenches and truck seat covers—



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BE PREPARED FOR EMERGENCIES
Start A Savings Account

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 Plan

Bank of Wilmington

Member Federal Deposit Insurance Corp.

Use Your Savings

for the

DOWN PAYMENT ON YOUR HOME



We Will Help You Finance
The Amount Remaining

through

OUR DIRECT REDUCTION LOAN PLAN

Convenient — Economical — Satisfactory

Four Million Dollar

CAROLINA

Building and Loan Ass'n
MEMBER FEDERAL HOME LOAN BANK

ROGER MOORE W. A. FONVIELLE W. D. JONES
Pres. Sec.-Treas. Asst. Sec.-Treas.
M. G. JAMES, V.-Pres. J. O. CARR, Atty.

1905 ————— 1947
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BE THRIFTY!

— BUY —

QUALITY URNITUR

— At —

"The Old Reliable"

and SAVE

You're Always Welcome Here

Wilmington Furniture & Storage Co.
"THE OLD RELIABLE"