HOW MUCH IS A CHILD WORTH?

Turn for a moment, if you will, from your own cozy family circle to those 800,000 starving, ragged, helpless Jewish children in Eastern Europe. You'll have to stretch your imagination to the breaking point—and even then you will not exaggerate the grim, terrible facts.

Almost a million innocent children robbed of their birthright! Ever since their prattling baby days they have known only War. Peace to them is an utter stranger.

Think of the long dreary days, with the hunger pangs ever gnawing at their little vitals. Think of the rags and the dirt, of the sickness and the suffering and the heartaches of myriads of little tots "out on their own" in a world gone mad.

Here is a situation where race, creed, nationality—nothing counts except humanity. Those multitudes of Jewish children in Eastern Europe must have food. They must have clothing. They must have a decent place to live.

And they must have a little of the care and loving kindness that is the birthright of every child born into the world—of the child of your heart and of these numberless Jewish children!

The first consideration of American Jewry is to care for the untended, unfed, unclothed — and unloved — offspring of the race across the sea. But it is the first consideration not only of Jewry, but of America as a whole. The $35,000,000 that the American Jewish Relief Committee needs from the United States this year will go **primarily** to save the Jewish childhood abroad.

Shall it ever be said that for a few paltry dollars a host of little children were allowed to perish?

JEWISH RELIEF CAMPAIGN

SHARE *"Life for Those in the Shadow of Death"* SHARE

AGENTS CARRYING MESSAGE OF THRIFT

Harold Braddock, Director of Savings Division Writes Letter of Appreciation to Each of Eighteen Hundred Workers.

First-hand information and suggestions as to how to obtain increased efficiency and prosperity may now be obtained by women on the farm, in any part of the country, from the home demonstration agents of the department of agriculture. Entering into the national savings movement with a zest that characterizes all their work, some eighteen hundred of these home demonstration agents have been carrying the message of thrift into the farm houses all over the United States.

In appreciation of their voluntarily undertaken work, Director Braddock has written a letter to each worker, of commendation, which reads in part: "Thrift is primarily the people's concern. If thrift is to become a permanent national asset, the people's agencies and organizations must definitely assume their share of responsibility for inculcating thrift by including it in their program for action. Schools, churches, business and labor organizations, fraternal societies and women's organizations, as well as agricultural workers and agencies, are already undertaking this work and are in close co-operation with the treasury department."

According to Mr. Braddock's letter, plans for the creation of savings facilities in the home are outlined as follows:

"1. Habit of saving first some part of income for future needs and of spending wisely for present needs.

"2. Home betterment fund, to secure, for example, running water in the house.

"3. Savings plan for every boy and girl.

"4. Savings fund in government securities for every family.

"5. Keeping of accounts to promote wise spending and to increase savings.

"6. Safe investment of savings (Nos. 2, 3, 4) in government securities until money is needed; War Savings Stamps as a desirable investment."

Did You Ever Say:
"IF I HAD THE MONEY?"
Then consider
REGULAR SAVING—be moderate about it—it gives you the power of
SELECTIVE BUYING, which saves you still more money, besides getting you just what you want and provides funds for
SECURE INVESTMENTS, which pile up money without help from you while you're getting some more.
It's SURE and it's EASY. Is anything better than that?
Start NOW with
WAR
SAVINGS
STAMPS.
They bear interest. Your nearest post office or bank has them.

UNION GRAINS

Was the first Dairy Feed made. It was made and sold on the principle that

QUALITY IN FEEDING IS ECONOMY IN FEEDING

Every sack of UNION GRAINS contain

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It not only makes MILK, it makes FRIENDS.

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R. W. Moffett, Millington.
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A SAFE STOCK FOR ALL

OLD KING SOLOMON WAS A WISE OLD BIRD

Knew How to Save His Shekels By Putting Them Into Safest Investments Bankers Could Find.

Old King Solomon was a wise bird. He distributed a lot of mighty good advice.

But he is dead.

You are alive. You will have to make your own decisions and determine your own course of action and your own future. It will not do you a bit of good to try to communicate with Sol and have him solve your problems for you.

If you got his ear, you probably would not take his advice.

You will have to acquire your wisdom as Sol acquired his, by gaining a broad view-point and taking advantage of your own experience and that of others. Solomon was a mason before he was a king and a miner as well, so his view-point probably would not be much different from that of wise workers of the present day.

You may be sure that the high cost of living was a problem in Solomon's day as well as in 1919 and that the purchasing power of a shekel, minted from the gold of Ophir, fluctuated just as does the dollar minted at Philadelphia.

But Solomon knew that thrift and saving, the stimulation of production and the elimination of waste would solve those problems just as the wise working man knows it today. He laid up a lot of coin through safe and conservative investment just as wise men and women have put money for the future in Liberty Bonds, Treasury Savings Certificates and War Savings Stamps. Also there is no record that anyone ever took any of that coin away from Old Sol by inducing him to speculate in wild cat stocks.

He left one bit of advice, the wisdom of which the years have not changed. He said: "A good man leaveth an inhertance to his children's children."

You can follow that advice by steady consistent saving and investment in War Saving Stamps and Treasury Savings Certificates and in Liberty Bonds at present prices. These securities bought now will be an inheritance for your children's children.

Sol had to get wise.

You can get wise just as he did. If you fail to save you will repent through many years.

ARE YOU AN AMERICAN?

Are you an American?

The 1919 Savings Campaign is an all-American movement. That means it is for every man, woman and child resting under the sheltering folds of the Stars and stripes.

Do you belong to a live savings society?

If so, you have made the right start. Keep on saving and investing in War Savings Stamps and Thrift Stamps. Attend the meeting of your society and learn the habit of happy thrift.

BEE AND WORKER

How doth the little Busy Bee,
Improve each shining hour?
He gathers honey all day long,
From each and every flower.
How doth the worker in our land,
Insure some future rest?
He saves some money every day,
Wisely to invest.

COLLEGE PRESIDENT OUTLINES REMEDY

Tells How High Cost of Living Problems May Be Solved by Every Man and Woman.

President Nicholas Murray Butler, of Columbia University, in a recent discussion of the high living costs said:

"Punishing profiteers is a good thing, but it won't reduce the cost of living. If we had all their hoarded goods it would do little good.

"Only the operation of inexorable economic laws can bring us back to tolerable conditions. The remedy is to save, to practice public economy and private thrift. We must save and invest in productive industry. Borrowing for non-productive reasons means bankruptcy."

In the opinion of the best economist in the United States the peoples' greatest weapon against high prices is the government's Thrift campaign. Every family should have a budget, just as every successful business has a budget. The first thing on that budget should be the amount to be saved from the weekly or monthly income—not the amount to be spent. Make what you save govern the amount you spend, not what you spend govern the amount you save.

War Savings Stamps bring 4 per cent interest, compounded every three months. Hit high prices below the belt by investing in United States securities. The dollar you save today may be worth twice as much five years from now.

SING A SONG OF SAVINGS STAMPS

Sing a song of Savings Stamps,
The cost of living's high.
But have you counted all the things
These Savings Stamps wil buy?

They help to take that little trip,
Or buy some needed clothes.
How many things they'll help you get
Goodness only knows.

OUR NEW VIRTUE

In fog or sunshine, snow or rain, it's comforting to have this thought—I have not spent my every gain, and thus reduced my funds to naught—it's pleasant through the muggy days to sit inside a cozy room, and realize the dismal haze cannot surround you with its gloom; to know, through purchase wisely made, investment planned with sober care, your income's bulk will never fade, but through such rainy days upbear! Last year and this, an agency for teaching folks this gospel bright has strenuously impressed on me the way to duck the waster-bright; "A dollar saved—the interest gained"—this is the lesson sound and true, which keeps the wayward dollar chained and makes the 4 per cent accrue. Thrift! That's the answer to you, sir! The thing that flamed our battle lamps, and helped to down the Prusian cur; in other words, WAR SAVINGS STAMPS.

Cinders are no more worthless than good intentions which go no farther. Buy those War Savings Stamps now.

Every time you buy a Thrift Stamp you are striking Old Man Gloom on the

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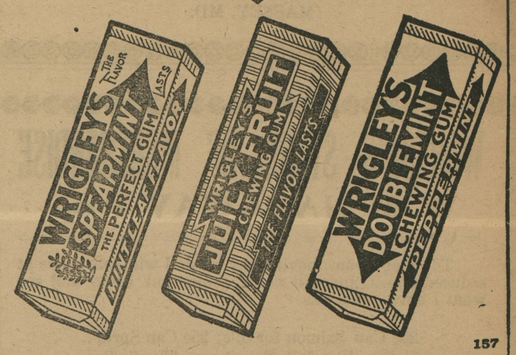

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Good Quality Merchandise at Lowest Prices."

Come in and look our Winter Goods over, you are under no obligation to buy. Expecting to see you, one and all, I remain

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