

FRANKLIN, FATHER OF THRIFT, HONORED BY SAVING WEEK

"I've come into my own at last," said the ghost of Ben Franklin to the other notable shades in the celestial realms. "They celebrated my birthday, Jan. 17, along with George's and Abe's. They call it 'Thrift Day.' Pretty high honor to me, I call it."

"Huh!" sniffed a disappointed barfly, far below. "What good is money to-day, anyhow? Might just as well save it. Why did they have to hang this thrift day on the date of poor old John Barleycorn's funeral?"

Plans for Week.
"Save today and spend afterward," is the motto. The government appreciating the value of saving and safe investment, laid plans for a "thrift week" starting Sunday, when sermons on the subject was preached in American pulpits.

Monday is life insurance day; Tuesday "Own your own home" day, showing the advantages and possibilities of that possession. Wednesday, Thursday, Friday and Saturday are "make a will" day, "thrift in industry" day, "family budget" day, and "pay your bills" day, respectively.

The government savings organization of the 7th federal reserve district is celebrating the occasion by the announcement of a partial payment plan, whereby saving is made easy and an impetus is given to investment in the \$100 and \$1,000 treasury savings certificates.

"Baby Bonds" Aid.
"This plan takes the place of the partial payment plan started by the Liberty loan bonds," said William B. Bosworth, director of sales in the 7th district.

"These government certificates, or 'baby bonds,' are at the same time the

easiest way to save, and the safest. Payments can be made weekly, semi-monthly or monthly, the minimum being \$2, \$4 and \$8. The certificates are always worth more than was paid for them; they are protected from loss, theft, or fire by registration at Washington, and the purchaser can always get his money back.

The packing concerns and the State street stores are heartily in favor of them and will use the same machinery in selling them to their employees as was used in the sale of liberty loan bonds.

The banks endorse all means by which people can be brought to save.



Emblems of the American Legion for distribution among members of Harry Ray post have been received here, and may be obtained from the post officials. The emblems, which are of the same design as the emblem above, are distributed through the national organization.

ASK FOR and GET
Horlick's
The Original
Malted Milk
For Infants and Invalids
Avoid Imitations and Substitutes.

You'll Like Hood's Bartlett Pears



No orchard fruit lends itself to as many uses as Hood's Bartlett Pears. No flavor is quite so appealing, no fruit quite so economical.

For company luncheon or guest dinner, try: Halves of Hood's Bartlett Pears, filled with chopped English walnut meats, over which is heaped a mound of whipped cream dotted with Hood's Pitted Red Cherries. Your guests will be delighted.

Hood's Bartlett Pears can be used in many other delightful ways—as a breakfast appetizer or a dinner dessert, served directly from the can.

Hood's Bartlett Pears are the cream of the crop. Large, tree-ripened fruit, picked, prepared and packed on the spot where grown for the W. H. Hood Company. Care in the growth and care in the packing give that extraordinary fresh, ripe flavor found in no other brand but the Hood Label brand.

Ask your grocer for Hood's Bartlett Pears and for other brands of Hood's Label products. Every can guaranteed to satisfy your taste and your purse.

To obtain quality for Hood Products, we cannot depend on local crops, but they are grown and packed on the spot in many parts of the United States for the W. H. Hood Company—each product in the territory where climatic and soil conditions produce the utmost in perfection.

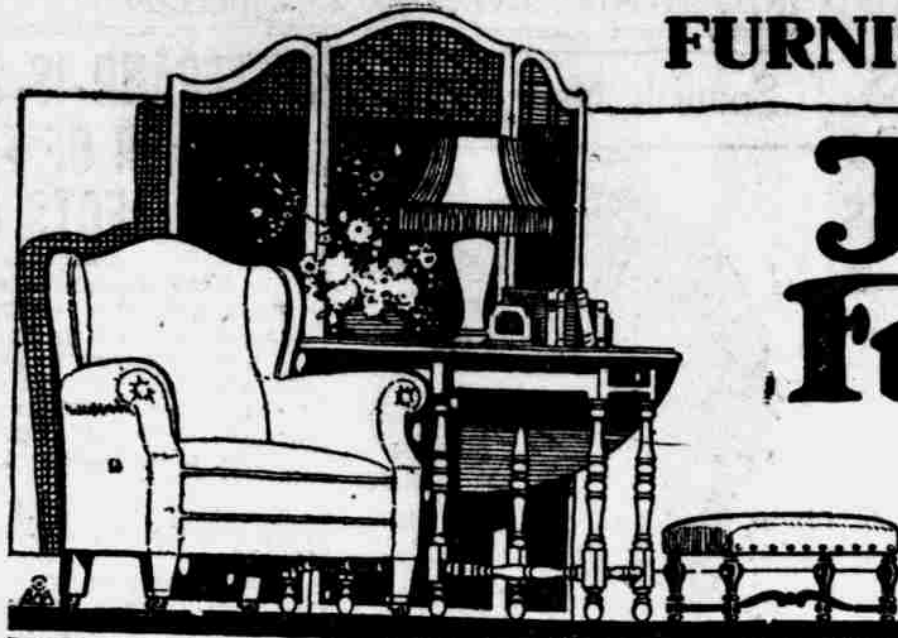
The W. H. HOOD COMPANY
Wholesale Grocers
Portland, Ind. - - - Richmond, Ind.

REED'S

REED'S

FURNISH YOUR HOME AT REED'S BIG

January Furniture Sale



This sale offers exceptional opportunities to select needed furniture at big savings. Merchandising problems prevent sweeping reductions on everything, but we do present

A Sale Offering You 10% to 20% Discount

—and Proving that Good Furniture Can Still Be Bought at a Saving

Comparison is the only test of a sale—just you come and see what splendid furniture we are showing at reduced prices during this Sale. Then compare these prices with those ordinarily asked for furniture of such splendid quality. Every single piece sold during the Sale bears our unqualified guarantee just the same as at any other time. You are absolutely certain to get genuine satisfaction at the same time effecting a worth while saving.

Values that are Remarkable

When you stop and consider that most of this furniture was bought months ago at the old low prices and that if we could replace it today it would probably be at a great increase—then you can see for yourself what a remarkable opportunity this Sale holds for you. There are beautiful bedroom suites in distinctive period styles included, and you will find complete dining room suites, odd tables, chairs and buffets priced at a saving. **YOU WILL ALSO NOTE ABUNDANCE OF LIVING ROOM FURNITURE AT PRICES THAT CERTAINLY WILL INTEREST EVERY THRIFTY-MINDED PERSON.**

Sale Prices on DINING Tables



When you can buy beautiful dining tables like these at such a large reduction you can be sure you are securing values of the most exceptional character. Well-made standard and period dining tables in a wide range of styles at important savings.

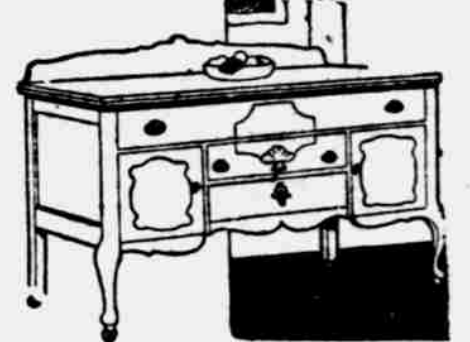
Your Charge Account Solicited

If you prefer not to pay cash you will find a very agreeable and convenient method of arranging a charge account. Our plan precludes the annoyance of collectors calling on you, and we will be glad to arrange a plan of payments that will be suitable and pleasant for you.

Plain and Period Buffets

REDUCED

Think of the charm of a beautiful period buffet like this in either mahogany or Jacobean oak as an addition to your dining room furniture. A splendidly distinctive design and specially priced during this January Sale. Many other beautiful designs are also included.



Many Styles in DINING CHAIRS



Wouldn't a new set of dining chairs improve that dining room of yours? Why not get them now at our low January sale prices—savings prevail on a number of different chairs.

A New FLOOR LAMP

By far the largest collection of beautiful and distinctive Lamps you will find anywhere! All prices reduced for our great January Sale.

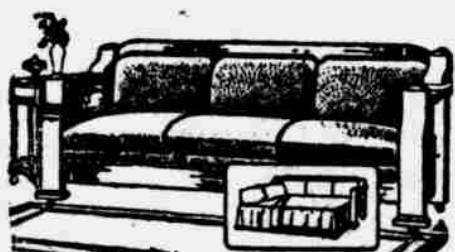
ROCKERS



Many styles of beautifully and substantially constructed Rockers are offered at reductions this month. This is your chance to put an extra needed rocker in your home, and to do it at a saving.

The Famous SELLERS Kitchen Cabinet

Offers more exclusive attractive features that save a woman work and steps than any other cabinet. Take for instance the Automatic Lowering Flour Bin; this feature alone eliminating the back breaking lifts of sacks of flour is sufficient to make the Sellers your choice. The Sellers is sold exclusively at Reed's. Ask for demonstration.



Davenports

If you need extra sleeping accommodations and haven't an extra bedroom, buy a duofold or bed davenport. A davenport by day—a bed at night! All at January Sale prices now! Choice of many styles and wood finishes.



HOME OUTFITS

At Big Savings

The many young couples just starting housekeeping and those intending to re-furnish their homes will be especially interested in our prices on complete home outfits. We specialize in outfits.

We have experts who can advise you on the correct furniture and most serviceable and most economical kind for each room. They will also assist you in obtaining a general harmonious effect which is so greatly to be desired. Our facilities for furnishing complete outfits of any size are unequalled and we are in a position to do it quicker and at greater economy than others. We show many suites already arranged as they will appear in your home and can quickly arrange any special combinations you may wish to see. We especially invite you to avail yourself of our services in this important branch of our business. We will gladly furnish estimate on outfits and will cheerfully arrange a plan of payment entirely agreeable in the event that you prefer to make your payments at regular intervals rather than pay cash.

Join Our "EUREKA" Cleaner Club

CLUB OFFER NO. 1

Gives you the advantage of an easy payment plan on a combination of a \$45 Eureka Vacuum Cleaner and any merchandise you may select up to \$55 for \$50 on the payments of—

\$5.00

DOWN—\$1.00 WEEKLY

CLUB OFFER NO. 2

Gives you the advantage of an easy payment plan on a combination of a \$45 Eureka Vacuum Cleaner and any merchandise you may select up to \$82.50 for \$75.00—

\$7.50

DOWN—\$1.50 WEEKLY

CLUB OFFER NO. 3

Gives you the advantage of an easy payment plan on a combination of a \$45 Eureka Vacuum Cleaner and any merchandise you may select up to \$110 for \$100 for payment of only—

\$10.00

DOWN—\$2.00 WEEKLY

REED'S

TENTH AND MAIN

RICHMOND, IND.

Chiffoniers and Dressers

Just the odd dresser or chiffonier you've so long wanted to complete that one bedroom outfit! Buy it in our January Sale and make a big saving!

There are many different designs and choice of wood finishes.



Bed Special

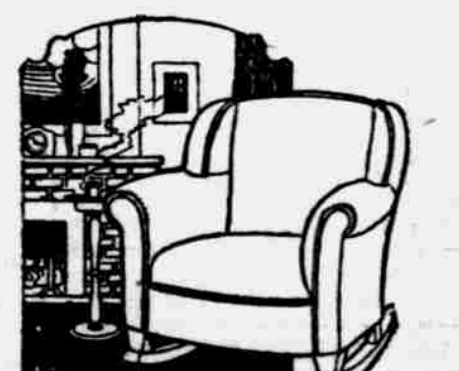
While all beds are reduced during this sale we call special attention to our bed special. This White Iron Bed with good springs and best of all, the mattress complete at... **\$24.75** Don't miss seeing this very special value.



The EDEN Electric Washer

You don't have to do any heavy work—a few cents' worth of electricity and the "Eden" has relieved you of all the laborious drudgery which has caused so much discontent among housewives and housemaids—and best of all, the "Eden" washes everything from the finest lingerie to the coarsest clothing, beautifully clean and without the slightest wear or injury—just as you would wash a fine piece of lace by soaking it up and down in hot suds and water.

—SOLD ON EASY TERMS—



Leather Rockers

Here is your chance to get one of these big, easy rockers which will add so much to the comfort of your home. All included. Glad to have you open a charge account.