

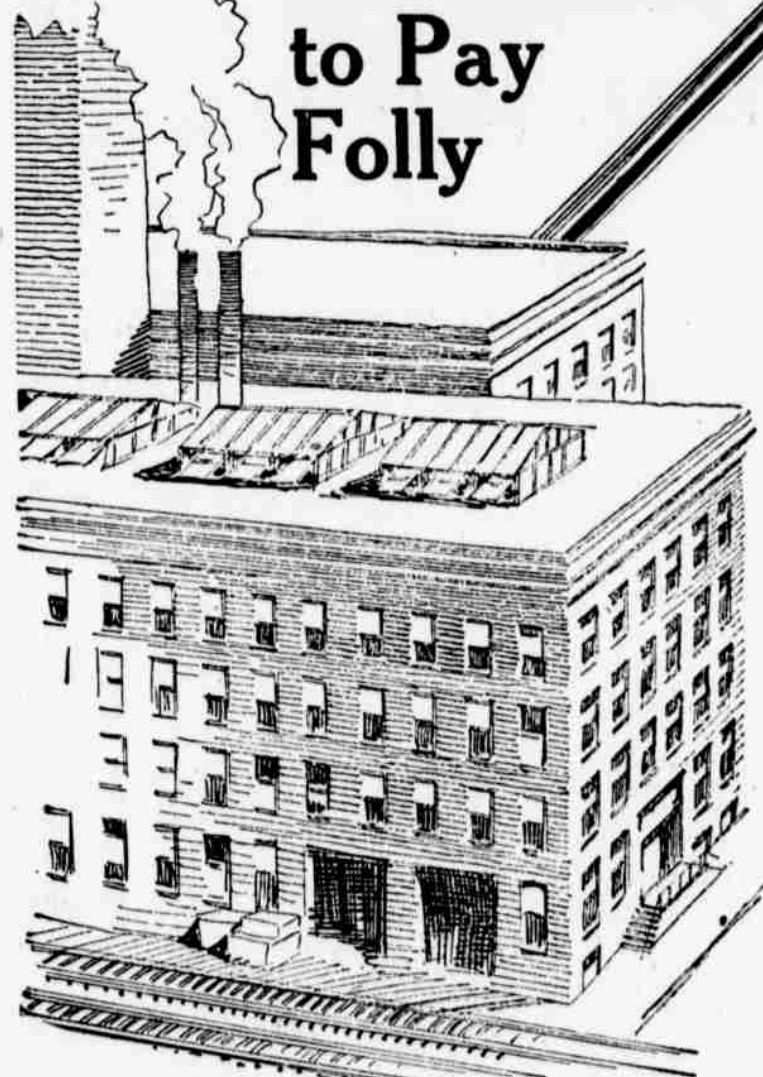
## A Reservoir—For Time of Need

Is maintained by your city as a guard against fire and prolonged dry spells. For fire and epidemic threaten the city if the water supply fails.

*How many men keep a reserve for time of need?*

Prolonged sickness, loss of employment, disabling accidents, come to most of us—death comes to all of us sooner or later. Common sense should teach us to save, during the days of plenty, or the lean years to come. Every wage earner should build a reservoir of savings, with walls of thrift.

**Don't Rob Providence to Pay Folly**



## Practice

## Thrift—

It is the foundation stone of character-building, the one key that opens the door to success. In these days of prosperity make use of the great savings institutions of the city.

*The Life Insurance Companies and Banking Houses of your city throw wide the doors of welcome to the man who wishes to deposit his first dollar of savings and provide protection for his family.*

The lever that lifts a load of worry is a savings pass book.

The totals telling of growing principal and interest mark progress and protection for the future. The first dollar is the hardest one to save. Start *today*. Form the habits of thrift that mean comfort, health and happiness for the rest of your life.

*This "BE CAREFUL" campaign is unanimously endorsed and supported in the interest of the public by the contributions from the following Manufacturers, Public Service Corporations, Banks and Trust Companies, Firms and Individuals.*

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The Philadelphia & Reading Coal & Iron Co.  
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The Penn Mutual Life Insurance Co.  
The Corn Exchange National Bank of Phila.  
Insurance Company of North America  
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