

## WORTH READING

**B**EFORE you put away your books with the thought that you have covered about everything necessary for your chosen career, there is just one thing more. You never see a text book on this subject, and so far there has been very little written any place about it. Nevertheless, to start on your career, whether it be in the field of literature, art, science, commerce, or engineering, without a thorough grounding in the principles of this subject would be equivalent to denying Keats, Rembrandt, Faraday, Taylor, or McAdoo.

The delightful thing about this subject is that it solves more problems in life than a Ph.D., yet it is as simple as your ABC's. Recognition of it has built up giant industries and great countries—Ignorance of it has crumbled the strongest institutions, the most massive structures, the ablest of men.

This subject is **ECONOMY**; known to individuals as **SAVING**. Perhaps your mind has a sort of recollective detest of this subject harbored from the days when you had to put into your elephant bank the pennies with which you had anticipated a glorious spree of candy and ice cream soda. Your more rational side, however, will convince you that your status of the future will be measured precisely by your efforts at present...that your sky-piercing ambitions must have a ground-solid foundation.

The greatest lesson you'll ever learn is the lesson of **SAVING**. With its wisdom, even blunt individuals accomplish much and the wise more. Lay your foundation—Start your career right with a **SAVINGS ACCOUNT** at the **PROVIDENT**.



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