

# The Thrift Propaganda in America

## THE BROADER THRIFT

*By S. W. Straus*

Laying aside a few dollars each week does not necessarily make one a thrifty person. Thrift means so much more than merely saving money—it means personal efficiency—it means plans—it means self-control—it means foresight—it means prudence—it means sane and legitimate self-confidence—it means all that makes for character. It is as much removed from miserliness on the one hand as it is from extravagance on the other. As we build the ideals of thrift, we build character.

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THE AMERICAN SOCIETY FOR THRIFT

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S. W. STRAUS, *President*

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**L**ET THRIFT be taught in all the schools of America.  
Let thrift be preached at least once a year from all the pulpits in America.

These are the two definite objective points of the thrift propaganda being conducted by the American Society for Thrift. To this end, the National Education Association, at its recent session in Oakland, California, appointed a committee to canvass the entire situation in this country, with a view of making recommendations along the line of thrift teachings in the schools. This committee also was instructed to conduct an essay contest on the subject of thrift. This will be done largely through the schools, and a series of prizes varying in size from \$10.00 to \$750.00 will be given to successful contestants. The committee will consist of nine members, who have been appointed and are as follows:

- Arthur H. Chamberlain, Editor "Sierra Educational News," San Francisco, Cal., Chairman.
- John D. Shoop, Superintendent of Public Schools, Chicago.
- Robert T. Wilson, State Superintendent of Schools, Oklahoma.
- Milo H. Stuart, Superintendent Manual Training High School, Indianapolis, Ind.
- J. A. Bexall, Teacher Agricultural College, Corvallis, Oregon.
- Kate Devereaux Blake, Teacher City Schools, New York City.
- C. H. Dempsey, Superintendent of Schools, Haverhill, Mass.
- S. W. Straus, President American Society for Thrift, Chicago.
- Henry Randolph Daniel, Secretary American Society for Thrift, Chicago.

Michigan, California, Wyoming and Nevada thus far, through governor's proclamations, have set aside a "Thrift Day." It is the desire of the American Society for Thrift that the Sunday preceding Labor Day shall come in time to be recognized officially throughout the nation as Thrift Sunday, and assurances have been received that a great many more States will lend official support to this phase of our work next year.

The International Congress for Thrift convened first on the afternoon of Wednesday, August 11, 1915, on the Exposition Grounds. The principal addresses were delivered by Dr. David Starr Jordan, S. W. Straus, Rear Admiral C. F. Pond, U. S. N., James A. Barr, Director of Congresses of the Panama-Pacific International Exposition, and Edward Rainey, representing the Mayor of San Francisco.

(The American Society for Thrift is prepared to send to any one so desiring copies of all speeches delivered at the Congress.)

Secretary Daniel also read messages of moral support to our work from a vast number of American citizens of distinction, including United States senators, governors, clergymen, teachers and others who appreciate the vast importance of the work we are doing.

On the recommendation of President Straus, and on motion of Director Barr, a committee was appointed to take up the question of bringing our propaganda to the attention of the National Education Association. This committee formulated a report which was communicated to Durand W.

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Springer, secretary of the educational body. Mr. Springer brought the report to the attention of the National Education Association, and the response was most cordial. Instructions were given for the formation of a committee, and also an invitation was extended to the American Society for Thrift to meet as an affiliated organization with the National Education Association at a session to be held in Detroit, Michigan, in February.

Thursday, August 12th, was officially designated as "Thrift Day." Governor Johnson of California issued a proclamation making it state-wide, and the officials of the exposition, by proclamation, set aside that date as Thrift Day on the grounds. The sessions of the Congress were held in the morning at Festival Hall. At this session addresses were delivered by M. H. deYoung, Vice-President of the Panama-Pacific International Exposition; Durand W. Springer, Secretary of the National Education Association; W. H. Martin of Kansas City, Director of the National Education Association; Miss T. A. Brockman, University of California Summer School Faculty; G. E. Uyhara, Commissioner from Japan, and E. H. Hadlock of San Francisco. Also an appreciation of the value of thrift especially prepared for the Congress by Benjamin Ide Wheeler was read.

This meeting ended with a resolution calling on the President of the United States and the governors of the several states to designate the Sunday preceding Labor Day, each year, as "Thrift Sunday." Several thousand American flag buttons bearing the emblem of the American Society for Thrift were distributed on the grounds that day, and on Saturday, August 14th, a distribution of 50,000 thrift buttons was made to the school children of California who were present on that day by special invitation of the San Francisco Call and Post. On Friday, August 13th, committee meetings were held as well.

Although for more than a year prior to the enactment of these events the American Society for Thrift had been conducting its propaganda through correspondence, pamphlets and public articles in the press, the officials feel that as a result of the Thrift Congress the work has now opened into a larger and broader field. Progress at the beginning of a great, new, national movement is necessarily slow, but at the present time the nation very rapidly is becoming aroused to the necessity for practices of thrift among our people, and we believe with each passing day our work is becoming more effective. We are striving to teach the citizens of this nation the fact that in the years to come thrift will be a necessity. We believe that the only way to build for the future is to begin at the very foundation; that is, with the child, and while we realize that thrift preached from the pulpits and from the press, and from the literature which we disseminate will do much good, we know that our greatest accomplishment will come through the schools and the Sunday schools, and so we believe that the step taken by the National Education Association is epochal.

The American Society for Thrift also has taken up co-operative work with the Young Men's Christian Association. Through the latter organization the literature of the Thrift Society is given wide distribution and the work of conducting special thrift campaigns is prosecuted. The Thrift Society issues

for free distribution a pamphlet outlining this phase of its activities.

The above resume is intended to cover the salient points of our propaganda. We shall be glad to furnish data to any one who desires to learn more of this work.

The literature of this organization is mailed free to members of the American Society for Thrift. To become a member one must sign the pledge card of our organization, which will be sent on application. We make no charges for our literature, and accept no remuneration. We are doing this work because we see in it a practical opportunity of serving our country.

THE AMERICAN SOCIETY FOR THRIFT.