

For America and for Myself

This Thrift Declaration

I OWE TO MY COUNTRY AND TO MY OWN
FUTURE THE DEVELOPMENT OF INTELLI-
GENT THRIFT AND ECONOMY THROUGH
THE CULTIVATION OF HABITS OF SAVINGS
AND THE ELIMINATION OF WASTE
OF ALL KINDS

Therefore—

I DECLARE THAT I WILL SYSTEMATICALLY
PRACTICE AND URGE OTHERS TO PRACTICE
THRIFT AND TO ENDORSE THE ABOVE
THRIFT DECLARATION

UPON the entrance of the United States in the World War women turned to the Government for a program that would assist in the winning of the war. A continuous program was given us—Red Cross, Americanization, Food Conservation and Industrial Work. With untiring effort and faithfulness we carried to completion our part in these war activities.

A peace program is now being launched by the Government that needs our united support. This Thrift and Savings movement of the Treasury Department has been accepted and recommended by the majority of women's national organizations. Immediately in Ohio the Federation of Women's Clubs appointed a Thrift Chairman. In Cleveland, Mrs. Alvord L. Bishop, president of the City Federation of Women's Clubs, recommends the study of thrift by the clubs with the following idea: "Thrift, the broadest meaning of the word, which is the elimination of all extravagance as pertaining to the use of money, amusements, dress, time and thoughts. Wasteful people make a wasteful nation."

So teaching the principles of Thrift and the sale of Government securities should be the policy of every woman.

Thrift as explained by the Treasury Department is the practicing of these four simple economic principles:

1. To put aside, before spending at all, some part of every income, for future use.
2. To invest what is saved in a sound security which pays good interest.
3. To get full value in every expenditure.
4. To use what is bought, with as much care as though it were money itself.

It should not require much imagination to picture a new standard of citizenship in a community whose people practice these four simple principles.

It is not the object of this movement to encourage people to sacrifice, but to encourage people to save and invest these savings wisely.

War Savings Stamps are being sold now not primarily as a matter of patriotism but as a matter of business investment. Secretary Glass in a recent public utterance said that he hoped materially to decrease the amount of future bonds which his department contemplates selling through investment institutions, although not to the general public, by encouraging the absorption of War Savings Stamps by a large body of holders. This idea of small Government Securities is new to us but not untried in other countries. Great Britain was the originator of the War Savings Stamp idea. The issue has now passed into that nation's permanent plan of finance. All British dominions have adopted them. The United States took up the plan as a war measure, but will continue it as a constructive financial policy. Japan and Italy have commissions in the United States studying these plans. Wherever the program has been put into effect, savings in general have increased, as indicated by growth in savings bank deposits and in medium-sized investments. Together the women of America can be an irresistible force for the advancement of thrift education and can make War Savings Stamps a permanent part of our financial policy.

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"The thing I want to see in this connection is a 'Refuse to Buy Movement' among the people of the country, a movement to police our own pocket-books, and develop courage in the customer in front of the counter to refuse to buy an article that he can't afford, and to do it with as much grace and poise as the clerk behind the counter states the price, and thus make economy in America both fashionable and respectable."

—Orrin C. Lester, Vice Director Savings Division

SUGGESTED ACTIVITIES FOR WOMEN'S ORGANIZATIONS

1. Have a local representative appointed in each important women's organization to look after all thrift activities in that organization.
2. Provide for some study of the broad principles of thrift in their regular programs.
3. Have stamps on sale at meetings for convenience of members.
4. Furnish speakers for meetings.
5. Use members of these organizations to aid in sale of securities, in organization of thrift clubs for group saving, in reaching the homes of the community, in spreading the story of thrift in various ways.