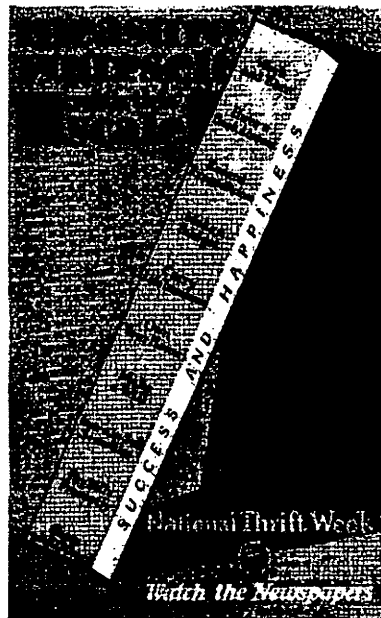


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TENTH ANNIVERSARY REPORT
ON THE
**NATIONAL THRIFT
MOVEMENT**



Including
ANNUAL REPORT, 1927, on
NATIONAL THRIFT WEEK
January 17-23, Each Year

Prepared Under the Direction of
THE NATIONAL THRIFT COMMITTEE
of the **YOUNG MEN'S CHRISTIAN ASSOCIATION**
347 MADISON AVENUE, New York City

A FINE BEGINNING !

I HAVE never read an Annual Report as stimulating as the one contained between these covers. The reason is quite apparent to all loyal thrift workers. After reading these pages it will become even more so.

Unlike other annual reports, this one does not signalize the end of a journey. Instead it is but the beginning of a splendid drive toward new planes of educational progress.

Because of this fact, National Thrift Week, 1927, becomes the most important weekly observance in our movement's history. It did more than end a year's work . . . it introduced a new era; the time we have all been looking for when thrift education would become a living issue not only during one week, but throughout every month of the year.

National Thrift Week, 1927, marked the beginning of our Tenth Anniversary Celebration. It will continue throughout the year. Each month will see some new and interesting development. For ten years we have been doing the best we could through spasmodic effort. Always we looked forward to the time when there might be more regularity to the work. How fitting that the special Tenth Anniversary Committee in preparing for this year's celebration should have decided to answer that wish by making a year round endeavor the basis of our special activities.

One need but glance over the following pages to be convinced that this work is going forward with gigantic strides. Unity of purpose and real vision is the reason for this. As executive chairman of the National Thrift Committee, I want to express my appreciation of these virtues which so aptly characterize our local leaders. Especially do I wish to commend the fine work of the Y. M. C. A. secretaries. Thrift has grown but these "Y" men are still the leaders.

I am proud of my association with the National Thrift Movement: proud of the opportunity of working with the kind of men who constitute its membership. Let us go forward, hand in hand, toward a future which never was brighter.

(Signed) ADOLPH LEWISOHN,
Chairman.

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A STATEMENT FROM HEADQUARTERS

THE most stimulating thing about this report is its inadequacy. Those who have been thrift workers for a number of years will agree that never before has so voluminous a resume of Thrift Week activity been compiled. Yet it is also true that practically no community has been given the full credit that is its due and no phase of the work has been comprehensively reviewed.

¶ National Thrift Week, 1927 (the beginning of our Tenth Anniversary Celebration) has been so successful and so far-reaching in effect that a complete report would fill volumes and take many months to compile. The months and volumes are not available. Much of the data on National Thrift Week, 1927, must remain hidden. Many of the communities merely mentioned should have pages on which their deeds might be chronicled. Hundreds of other places where some work was done have received no recognition.

¶ National Thrift Week, 1927, has been the outstanding educational movement of the year. Due to the impetus given by our Tenth Anniversary plans, the work leaped ahead far beyond even our most enthusiastic expectation. The real report must be found in the consciousnesses of thousands upon thousands of people who have been benefitted and are today going forward in life with new vision. It is for such a state of affairs that we have all worked without thought of gain or recognition for ourselves. Hence, though we realize the inadequacy of the following pages, we submit them without apology. The very fragmentary character of the work is our finest proof of the big things that have been happening.

(Signed) JOHN A. GOODELL,

Executive Secretary.

WHAT IS NATIONAL THRIFT WEEK?

NATIONAL Thrift Week is an economic movement based on the principle that thrift is a fundamental of success, prosperity and happiness. Hence our slogan, "For Success and Happiness". National Thrift Week occurs during the week of January 17 - 23, each year. The movement is fostered by the Y. M. C. A. and endorsed by forty-seven of the leading industrial, religious and educational organizations of the country.

National Thrift Week always starts with the celebration of Benjamin Franklin's birthday, January 17. Each day of the seven which follow is devoted to some specific thrifty enterprise. The names and purposes of these days and the calendar may be found at the foot of this page.

THE TEN-POINT THRIFT CREED

Work and Earn

Make a Budget

Record Expenditures

Have a Bank Account

Carry Life Insurance

Own Your Home

Make a Will

Invest in Safe Securities

Pay Bills Promptly

Share with Others

OFFICIAL DAILY TOPICS FOR NATIONAL THRIFT WEEK

JANUARY 17-23, 1928

January 17, Tuesday
National Thrift or Bank
Day

January 18, Wednesday
National Budget Day

January 19, Thursday
National Life Insurance
Day

January 20, Friday
National Own Your Home
Day

1928		JANUARY					1928
SUN	MON	TUE	WED	THU	FRI	SAT	
1	2	3	4	5	6	7	
8	9	10	11	12	13	14	
15	16	17	18	19	20	21	
22	23	24	25	26	27	28	
29	30	31					

January 21, Saturday
National Pay Bills
Promptly Day

January 22, Sunday
National Share with Others
Day

January 23, Monday
National Safe Investment
Day

BANNER ASSOCIATIONS

NATIONAL THRIFT WEEK is sponsored by the Y. M. C. A. Naturally enough, the local associations spread throughout every state of the Union, are leaders in the work. Today, it is true that many other organizations co-operate. In some instances, the Chamber of Commerce, the Realtors, or other groups of similar character have taken over the direct management. This is as it should be. National Thrift is a gigantic endeavor; so big that there is room for everyone. Yet it is an inspiration to note, as the report of each year's work is made out, that the originators of this enterprise are still the prime movers. It is impossible to report in detail the fine work of those associations which, year after year, go forward toward new planes of progress. But in the short paragraphs which follow, we are glad to, at least, put on record the names and achievements of the ones which stand out as leaders. This information is gleaned from those report blanks which have been returned. Beside being an honor roll, much practical information may be obtained from a perusal of these paragraphs.

St. Joseph, Mo.

Again E. W. Chadwick reports modestly about the consistently fine effort being made here. Nothing spectacular, but, year in and year out, St. Joseph goes steadily forward. Publicity in all the newspapers, radio broadcasting, special advertisements by banks, realtors, insurance men and retail stores. Addresses before all civic organizations, window cards placed in store windows, "Nothing extraordinary" says Mr. Chadwick. But, perhaps, this is the kind of consistent progress that is best of all.

Joplin, Mo.

A budget of only \$150 half of which was contributed by local cooperating organizations, yet this committee was able to carry out the standard schedule. And several features: essay contest in schools; insurance play in high school auditorium; bulletin on thrift to "Y" dormitory men. It is estimated that 10,000 people were reached by the message.

Bisbee, Ariz.

The entire budget spent on advertising and publicity according to a report of Mr. Earl O. Johns. Display

cards were used and 440 inches of newspaper advertising space. This was supplemented by 160 inches of news publicity. The entire campaign cost \$220. Insurance men and merchants contributed about half. The local Chamber of Commerce cooperated by sponsoring an essay contest in the schools.

Worcester, Mass.

The "Y" here took over entire expense of campaign. A little over \$100 was spent. From the report of Mr. Earl M. Dinger it would seem that this small budget was made to accomplish many hundred dollars worth of work. A real thrift practitioner. For instance, advertising space cost this group nothing. Eighty-two organizations cooperated.

Raymond, Wash.

A fine little program and all because one of our co-operators came to the rescue. Mr. R. Daniels, manager of the local J. C. Penny store was the leader. The feature was use of the "Detroit Plan" by the Willapa Harbor State Bank. Three hundred boys and girls were visitors. Then a special show at the local theatre was given for all boys and girls having a bank account. There was an attendance of 700.

Mount Auburn School of Dallas, Texas, winner of the grade school cup in the Thrift Campaign, 1927.



Eighty-seven percent of pupils in this school carry savings accounts in city banks. Six rooms of school were 100%.

Coatesville, Penn.

A budget of \$115 went a long way here. It was the means of reaching 5,000 people with the thrift message. It is interesting to note that the religious groups were the prime movers. "Share With Others" Day was considered the most popular one of the week. Ministers were the judges of the Chester County essay contest which was held.

Bremerton, Wash.

If you want to know how to obtain attractive publicity on thrift work at moderate cost send to H. G. Eddy, "Y" secretary here for samples of the mimeographed sheets used in his campaign. Three essay contests featured the work. Mr. R. A. Jesse was the thrift committee chairman.

Hartford, Conn.

To those who are conversant with thrift work, a report of only one line is necessary: "A. L. Billings still on the job." Distribution of budget books and thrift work in the schools continues to be the major effort.

Frankfort, Ky.

The banks of this community gathered a small budget and the "Y" did the rest. A half column of advertising appeared in local newspaper each day. Talks were given before luncheon clubs and civic organizations. Many budget books were distributed.

Dallas, Texas

Educational work continues to be the feature of Mr. S. J. Schreiner's endeavor here, but that doesn't mean that other things are not accomplished. This is one of the liveliest thrift towns on the map. A budget of \$800. Advertising in every form. An annual thrift matinee filled the largest auditorium in the city.

Concord, N. H.

It's the Railroad Department of the "Y" which carries the burden here . . . and makes a good job of it! Shop programs were conducted and it is estimated by Mr. Paul C. Clagett that 500 men were reached.

Medina, Ohio

For the past six years the banks have entirely financed this program. A modest appropriation always, yet it is interesting to note that these banking institutions report that the only thrift progress in the county comes from Medina. Looks as though the banks profit from this work as well as the community.

Chicago, Ill.

Norman L. MacDonald, industrial secretary, says: "Thrift must come as a twelve months' proposition." Right, Mr. MacDonald. This year marks the beginning of an all year round program. Interesting details on this forward move will be coming to you regularly from now on.

Sedalia, Mo.

The regular day by day schedule was vigorously conducted here. Twenty-five thousand people were reached by the thrift message. Budget day was considered the most popular single feature.

Jersey City, N. J.

In his report, Mr. Ralph W. Fistere, makes special note of the extended cooperation received from the local life insurance groups. All over the country the same condition has been recognized. It is the result of hard work on the part of one of our joint committees functioning from New York City. It may be expected that this kind of cooperation will be continued with ever increasing vigor.

New Britain, Conn.

A conservative campaign with interesting results. Banks and merchants used local papers to tie up their message with that of thrift. Direct-mail and display cards were also used. The mayor issued a proclamation on thrift.

Harrisburg, Penna.

One of the new-comers in the field. Yet an enthusiastic one. Mr. W. H. Seybolt says this community is preparing for a real demonstration in 1928. Banks and insurance men backed an essay contest, last year. They promise to do more in the future.

Meridan, Conn.

Again this progressive New England town took an active interest in National Thrift Week, according to the report of Harold M. Fiske, general secretary. Emphasis was placed on educational work among the boys and girls. Essay contests were held. Daily thrift messages were used and the "Detroit Plan" of visitation to banks by school children was followed out. Mr. Wayne Robison was chairman of the committee.

Dover, N. H.

One of the finest and most comprehensive campaigns on the eastern seaboard was conducted here. The first meeting was held in the mayor's office and fifty representative citizens were in attendance. A modest budget of \$300 was raised. It is an inspiration to see how much these people were able to accomplish on that sum: newspaper advertising, thrift circulars distributed, slides in the moving picture theatres, special contest work. It proves that you don't need much money if you have the necessary amount of enthusiasm. Congratulations to Dover certainly are in order.

Danville, Va.

Building and Loan Associations and Banks made thrift work possible here. A modest program was carried out. Essay contests and shop meetings featured the endeavor.

Trenton, N. J.

Another consistent working unit which is able to report progress. Theo. H. Kuch, local "Y" secretary and one of the finest thrift boosters in the country says, in his report to his committee: "I believe this has been a campaign which has exceeded all former ones in efficiency and yet was projected at minimum expense." He also says that no less than 200,000 were reached by some phase of the thrift message.

Wildwood, N. J.

This community achieved early fame in thrift circles due to the activity of the Marine National Bank (one

of the participating banks in the National Thrift movement). This institution conducted an essay contest which received wide attention. It was so well worked out that it formed the pivotal point of the entire program. The story of this achievement is contained in a folder issued by the National Thrift Committee. Copies gladly sent upon request.

Pontiac, Mich.

The thrift message presented before 33 different groups with an attendance of nearly 6,000 people. Poster and essay contests conducted in which 125 students entered. Dr. and Mrs. Peterson again were prominent. This year they presented a Franklin play. Details are contained in another section.

Rock Island, Ill.

Mr. C. J. Shaw reports a continuation of the previous work without much new development. One thousand budget books were distributed and some advertising appeared in the local papers. It might be mentioned here that nothing new or spectacular is necessary to put Rock Island on the map. Year in and year out this community has been doing its bit over an extended period.

Mankato, Minn.

Another town where the Thrift Week demonstration doesn't stand out because the subject is so regular a part of each day's thinking. Here we find thrift education a regular part of the school work. If that were true in every other community thrift work would be simplified to a marked degree.

Hattiesburg, Miss.

"Thrift is definitely established here," says J. Maury Gandy, general secretary. Some very tangible results come from the effort. More than one hundred school savings accounts are still growing. This is a result of the 1924 drive. More than \$7,000 in Christmas savings accounts were distributed in one industrial plant as a result of the 1926 effort.

Knoxville, Iowa

Thrift educational work in schools featured, this observance. Poster and essay contests were held in six high schools. Savings accounts were given as prizes. Added to this there were inspirational talks on each day of Thrift Week. Two thousand children were reached by these messages. Publicity and advertising in the newspapers supplemented this effort.

Winston-Salem, N. C.

The observance covered a two weeks' period here. Very fine results are reported by Geo. W. Fisher, general secretary. Realtors cooperated actively. They produced a thrift leaflet of which 10,000 copies were distributed. Life underwriters were also prominent cooperators. They distributed 6,000 of the leaflets provided by the National Association of Life Underwriters.

Hutchinson, Kan.

This report carries the same optimistic note which is coming in from every part of the country. The Y. M. C. A. has been carrying the entire load for years but now

active cooperation is being noticed. In Hutchinson both banks and Life underwriters took an active part. Advertisements appeared in the newspapers, posters appeared in bank lobbies and the insurance men conducted an essay contest. Mayor C. M. Williams started the work with a proclamation.

Watertown, N. Y.

Insurance men were the chief cooperators here. They sponsored some advertising in newspapers and the Y. M. C. A. distributed posters throughout the city. Watertown is a recent convert to Thrift Week. This looks like a good start.

Sheridan, Wyoming

Feature was the special Boy Scout savings plan. One prominent citizen offered to add a dollar to every savings account started by a boy scout. This created a good deal of interest in Thrift Week generally.

Canal Zone

Not only within the United States but throughout our possessions the spirit of Thrift Week finds expression. January 17-23 is always observed as National Thrift Week on the Canal Zone and this year, Clarence D. Alleman, social work director, reports an increase of activity and interest. Programs on the work were distributed to everyone entering the "Y" building. Large bulletin boards were posted and thrift slides were used on moving picture nights.

Stockton, Calif.

Robert J. Charles, general secretary, reports a very successful observance featured by fine cooperation from newspapers.

Wakefield, Mass.

A unique idea developed here was that of asking some prominent person to sponsor a thrift message each day of the week. These sentiments, in the form of special articles, appeared on the front page of the daily newspaper and brought much public attention to the Thrift Week celebration.



Pontiac, Mich., provides this budgeting scene in which Benjamin Franklin takes part. Dr. and Mrs. Petersen instilled much enthusiasm with their impersonations.

Columbus, Ohio

The State Association located here did a fine piece of work over the radio. Station WAIU was utilized and daily talks were given. This served to stimulate interest and be helpful to local communities all over the state. Mr. W. G. Coxhead was the prime-mover in this work.

Newark, N. J.

Banks and insurance companies cooperated to put over a record celebration. Two thousand budget books were distributed; posters were placed in 92 factories; thrift meetings were held with a total attendance of 4,940.

Philadelphia, Pa.

Radio talks coming from this town reached 550,000 people according to the report of Laurence H. Fiske, executive secretary. That seems to be quite an accomplishment in itself. But it was only part of the program. Forty talks were given in high-schools and ten more at civic clubs. Realtors, insurance men and bankers cooperated. Philadelphia expects to continue these thrift talks throughout the year.

Richmond, Va.

Much intensive work within the "Y" organizations. Life Insurance underwriters carried the message to the outside world. Newspapers cooperated with editorial matter and advertisements were run by the insurance people. Radio broadcasting was also used effectively.

Schenectady, N. Y.

A banner observance reported by E. E. Champ, general secretary. Two newspapers carried a full page advertisement each day of the week beside editorial mention and special articles; the superintendent of schools, A. J. Stoddard, broadcast a talk over WGY which was mimeographed and circulated among the children; service clubs, boy scouts and industrial institutions cooperated extensively. A feature was the Ben Franklin dinner given by the Schenectady Advertising Club.

Washington, D. C.

A general committee was formed which consisted of fifty-four representatives of social, civic and commercial interests in the city. The observance was conducted on the standard day-by-day basis with very fine results. The banks report many new accounts traceable to the work. Here are just a few of the result-statistics: 21,786 white persons and 7,000 colored persons listened to thrift messages; 79,202 pieces of printed matter were distributed; 5,375 budget books were distributed; 5 radio talks were given. An essay contest was conducted by *Washington Post* and realtors.

New Haven, Conn.

Interest centered about work in schools. All the children received a thrift letter from F. H. Beede, Superintendent of Schools. The thrift report blank system was also used. Bulletins on the subject were issued to principals and teachers. The work was under the direction of Minnie H. Smith, chairman of the school thrift committee.

Fargo, N. D.

The reason for the fine results achieved in this com-

munity was the splendid organization work conducted. The first committee meeting was held in December. Regular bulletins were continually sent to all interested.

The regular Franklin dinner given by Masons of Fargo was the outstanding event. Dr. Beard, pastor of the First Presbyterian Church gave the principle address. Other talks during the week were given at civic clubs, factory meetings and over the radio. A thrift poster contest was held by high school and budget books were distributed by banks.

Topeka, Kan.

The headquarters of the state association is located here and a state-wide observance of National Thrift Week radiated from this point. Productive of most beneficial results was the proclamation on thrift obtained from Governor Paulen. This received mention in practically every newspaper in the state. Excerpts from this proclamation appear elsewhere in this report. Other news releases were also sponsored by the State Association and the official organ of this committee, "The Kansas Red Triangle", carried special thrift, items.

Portland, Oregon

The Oregon State Thrift Committee with headquarters here, conducted an unusually successful campaign both in Portland and in other key localities. Mr. Chas. N. Wonacott was again chosen as chairman. He is also a member of the National Thrift Committee. A feature of the work was an impersonation of Benjamin Franklin by Rev. T. S. Winey. He visited various schools, P.-T. Associations and other clubs. Publicity which covered every paper in the state was under the direction of Mr. William Warren. Eleven radio stations broadcasted thrift messages. A special feature was made of budgeting. Twenty-five hundred budget books were used. Thrift messages were presented to factory workers and other groups by twenty-five picked speakers.

Troy, N. Y.

Thrift observance here received a greater response and more cooperation than ever before. The message was presented to 13 organizations with an attendance of 1225. Banks were especially active. Most of them bought budget books and distributed these books to their clientele. Two new cooperating organizations were the Knights of Columbus and the Y. W. C. A. One radio talk was given. Banks individually and collectively ran advertisements in the newspapers. Merchants also used space.

Lincoln, Neb.

Meetings were held every day of the week. Page advertisements appeared in the daily papers and the merchants also carried the thrift idea into their advertisements. Pastors of the city sent out a thrift letter asking for cooperation.

Summit, N. J.

As usual, special stress was placed on school work. The committee decided that since 98% of the pupils were regularly saving a part of their allowances through the school saving system, it might be best to push the wise spending idea. A unique plan was evolved to give interest to this basic idea.

Honolulu, Hawaii

The 1927 thrift campaign was an unqualified success according to a recent statement from Scott Brainard, executive secretary of the "Y" here. This year's chairman was Mr. Vilas W. Dragoo. Each newspaper of the city carried seven full pages of advertising during the week. Editorials, features and news items were also printed in abundance. Extensive cooperation was received from life insurance and building and loan people.

St. Louis, Mo.

Large billboards carried the message of thrift in every corner of the city. Three hundred street cars had thrift week posters on dash-boards. A thrift monument in center of town. Cooperation of the Board of Education was especially helpful. Publicity committee submitted figures showing that 695 lines of news and editorials was carried by press. There was 43,510 lines of display advertising.

San Diego, Calif.

Interesting news from the army "Y" here of which E. O. Andrews is secretary, about 2,000 men received the thrift message through stereoptican slides used at the moving picture shows. Special folders were circulated. Discussion groups took up the subject, "Thrift in Time and Money".

San Francisco, Calif.

Here's a real record for an Army Post "Y": "During January and February", according to Geo. S. Martin, general secretary, "\$49,000 was received for safe-keeping and since the establishment of this branch in 1908, over three and a half million dollars has been deposited for safe-keeping by the service men and over \$600,000 worth of money orders issued."

Eugene, Ore.

A standard day by day program which reached 6,000 people. There was an essay contest on the life insurance phase of thrift and three prizes were awarded. Banks and merchants paid for thrift space in the local newspapers. Realtors used display cards.

Fort Monroe, Va.

Most interesting results from thrift work on a limited scale are being obtained at this army post "Y" of which J. J. Carrington is executive secretary. The result of the recent campaign was an increase of 50% in safe keeping deposits. One enlisted man remarked, according to Mr. Carrington's report, "Your System of Safe Keeping is a Life Saver . . . It seems to make one's pay go twice as far".

Des Moines, Iowa

Special assemblies on thrift to 12,000 students in the public schools and special adaptation of thrift lessons through regular class-room work. P. T. A. and Women's Clubs most active cooperators. They distributed budget books and made provision for speakers on home economy. Radio talks were given by the Governor of the State and President of the local Chamber of Commerce. The thrift message reached 18,000 people.

Warsaw, Poland

Thrift is spreading into every corner of the globe. From Warsaw comes the news that the first thrift campaign got under way there this year. It was operated chiefly among Association members but E. R. Cummings, in charge, hopes in this way to gain experience for more public campaigns to follow. An interesting feature was the production of a budget book in Polish.

WHERE AND HOW THE WEEK WAS OBSERVED

ONLY those who know its history can fully realize the gigantic strides forward which this National Thrift Movement has taken during the past few years. Once but an economic program within the Y. M. C. A. it has grown until hardly a town or village in the whole country is without a part in at least some phase of the work. The following paragraphs indicate the magnitude and diversity of this program. . . where thrift week was observed in 1927 and how it was observed. Space prevents a detailed account. Nor can we claim that even this abbreviated record is complete. The work has gone forward so rapidly that it has been practically impossible to accurately check and record the participants in it. To indicate the trend of affairs is all we can hope to accomplish.

Jackson, Tenn.

The observance here was conducted jointly by the Y. M. C. A. and the Chamber of Commerce. Exchange and Rotary Clubs cooperated extensively. The most active of all organizations, however, was the Parent-Teachers' Association. Mrs. Robert Howard, chairman of the thrift committee of the Tennessee P. - T. Association was the leader in this work.

Geneva, N. Y.

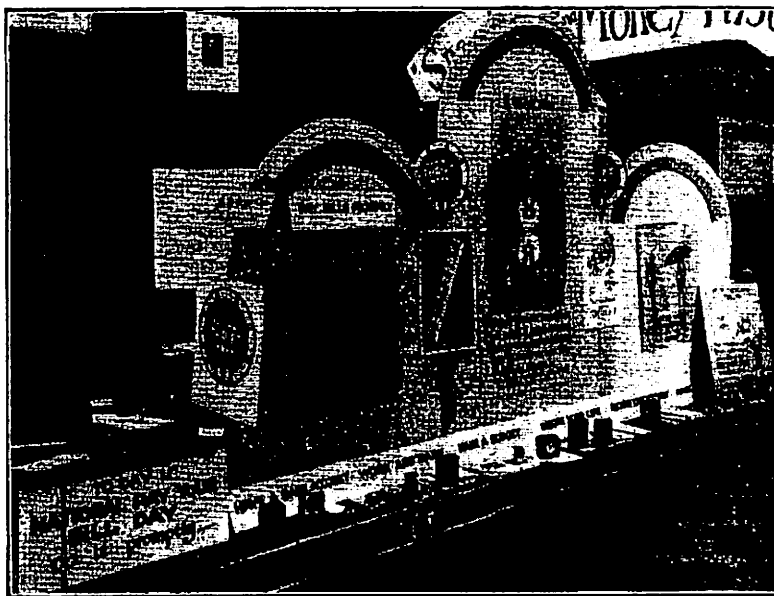
According to the *Times* of this city, "There are few cities in the Empire State that have made as much prog-

ress in this branch (educational thrift) . . . and the city may feel justly proud of the number of young depositors in the banks." As this excerpt indicates, Geneva puts most stress on thrift education in the schools. There is a fine school saving system which was inaugurated fifteen years ago.

Utica, N. Y.

The work here was sponsored by the educational committee of the Utica Chapter of the American Institute of Banking. Roy C. Van Denbergh was chairman. The feature was a series of addresses given by local bankers at Utica's industrial plants.

One of many thrift displays sponsored by Oregon State Committee. Note the many original ideas and excellent adaptation of headquarters material to local needs.



Practically every cooperator is represented in this excellent thrift display from Oregon where bankers and "Y" men instituted vigorous campaign.

Nowata, Okla.

According to a dispatch from the *Star* of this city, Thrift Week was both profitably and enthusiastically observed. The banks noted a considerable increase in business because of the advertising which was run daily.

Miami, Florida

As an impetus to National Thrift Week activity in this city, members of the Miami Clearing House Association gave \$85 in savings accounts as prizes to pupils in the high schools.

Coalinga, Calif.

Thrift contests in the schools were successful. Prizes were cash credits on savings accounts. Banks added to the interest of the week by poster displays in their lobbies.

Baxter Springs, Ks.

The Buiding and Loan Association under the direction of O. M. Spratt was the prime mover. Essay prizes were awarded in high schools.

Paris, Tenn.

J. H. Murray, western district Y. M. C. A. secretary conducted a campaign here that broke all records. Support was gained from P. - T. Associations, civic clubs and schools. Every pupil of one high school entered in the essay contest and the Hi-Y club started a savings account contest which is to last three months. The P. - T. Association distributed a number of sample budget books.

Flushing, N. Y.

Unusual interest was manifest according to Clarence M. Lowes of the Bankers Voluntary Committee on National Thrift Week. The Flushing National and Corn Exchange Bank was the leader. Most of the other banks participated.

Zanesville, Ohio

National Thrift Week was locally observed with con-

siderable success, according to the *Signal*. Both city and county schools set aside some part of the week for a consideration of thrift and its merits. The National Banking Association and the Y. M. C. A. cooperated in the work.

Peoria, Ill.

Reports show that banking activity was considerably increased due to Thrift Week effort. At one high school, 675 of the 1100 students made deposits of sizable sums.

Newport News, Va.

From the *Press* of this city we learn that, "according to the heads of the committee which promoted Thrift Week, the observance this year has been unusually effective. Members of the local committee profess to see a continually increasing influence in the interest of saving as the result of the thrift movement."

Emporia, Kansas

A committee of bankers headed by Mr. E. H. Rees and Mr. L. A. Duffy of the Y. M. C. A. supervised the observance. Boy scouts distributed many folders and posters advocating thrift. The Emporia Ministerial Association cooperated actively. Each pastor was given a quantity of folders to distribute among his congregation on Share With Others Day.

Oklahoma City, Okla.

The feature here was an organized campaign to encourage thrift among school children. J. B. White, executive secretary of the Y. M. C. A., was the prime-mover in the work. Twenty-nine business men addressed 68 meetings of civic clubs, business houses and high school assemblies. At these meetings there were 21,467 persons in attendance. The committee distributed 13,150 pieces of literature. Advertisements appeared in the local papers. An essay contest was held.

Mattoon, Ill.

The local "Y" fostered an intensive speaking campaign.

Talks were given before employees of the Public Service Company, all the schools and the railroad shops.

Lima, Ohio

Mayor Rohn of this city was one of the most active thrift exponents. He made several noon-hour speeches in the shops of the B. & O. Railroad on the subject, "What Thrift Means".

Wilmar, Minn.

An essay contest featured the observance. It was fostered by banks and local merchants and held under the direction of the *Tribune*. A silver loving cup was given to the winner. Talks were also given before civic clubs of the city.

Dayton, Ohio

Dayton bankers lead the campaign. Mayor MacDonald issued a thrift proclamation. The principles of thrift were also emphasized in schools, churches, factories and luncheon clubs.

Fall River, Mass.

Radio talks over WSAR three evenings during the week. Addresses in school auditoriums. Work featured by activity of insurance men.

Ashville, N. C.

Celebration voted a big success according to the *Citizen* of this city. Banks, merchants and newspapers cooperated. A total of 1930 columnar inches of thrift publicity appeared during the week.

Atlantic City, N. J.

Featured "Make A Will" day. Life insurance men showed strong cooperation. Notices of activities received liberal mention in the press.

Butler, Pa.

Official recognition given by the mayor and city council. Strong cooperation from the "*Eagle*", motion picture theatres, local industries, churches and schools. Bankers and insurance men, along with "Y", were prime movers.

Piqua, Ohio

Banks, churches and civic groups cooperated with the Y. M. C. A. Emphasis was placed on work in schools. There thrift clubs have been conducted for several years. Thrift Week brought out the largest number of savings accounts in the history of these organizations.

Ironton, Ohio

Most of the work done in the schools. A prominent banker delivered the assembly address on Monday. Thrift essays were written.

Charlotte, N. C.

Thrift work has been productive here. Investigation showed that in one grade school there were ten accounts of \$100.00 or more and fifty percent of the children had accounts in excess of \$25.00; ninety percent had accounts of from \$5.00 to \$10.00.

Greensboro, N. C.

A full program under the chairmanship of Mr. Clyde Taylor. Speakers for every day. Talks on each subject made at all the high-schools. Home economy and the value of making a budget received major attention.

Shawnee, Okla.

Building and Loan Associations fostered Thrift Week here with marked success. Civic clubs heard addresses and bankers were active. The message was brought into all schools of the city. Pastors preached the thrift idea from their pulpits.

Pittston, Pa.

According to the *Wilkes-Barre Record* this town leads in public school thrift not only in the state but in the nation.

Springfield, Mass.

Safe Investment Day received considerable attention in this community according to reports from the *Republican*. A number of the city's most influential business men volunteered as speakers and each gave a talk on the subject at one of the larger industrial plants.

Another Franklin impersonation from Washington, D. C., where emphasis was placed on thrift education among the boys and girls.



Children seem to be as much interested in Benjamin Franklin as they always are in Santa Claus, according to indication in this picture. The thrift message can be made interesting to them if presented in the right way.

Country's Leading Executives Endorse Thrift Movement

One of the most interesting indications of progress is the attention which executives of our nation gave to National Thrift Week, 1927. Proclamations in favor of the work came from many.

Governor Alfred E. Smith of New York was one of the leaders. The exercise of good common sense and prudence in expenditure is his interpretation of our greatest thrift need. "National Thrift Week", he said, "has become educational in character and the good that is accomplished by it far exceeds any expenditure of energy required for its success."

Governor Clifford Walker of Georgia is another enthusiastic advocate. In his proclamation on the subject, he says: "Every right minded American should at this

time be making use of the facilities for higher thrift which are available."

And from the middle west comes this stirring statement written by Governor Paulen of Kansas: "Thrift Week has several specific lessons to teach, the wisdom of which are indisputable. It is a movement to dignify all honest labor; a movement to bring to every man, woman and child the desirability of the right use of time and money. The continuance of the prosperity of this state and the country depends on a wise and careful use of our resources."

Others who officially endorsed our work were: Governor Harry Moore, New Jersey; Governor Paterson, Oregon; Governor Brandon, Alabama; Governor Dillon, New Mexico; Governor Donahey, Ohio; Governor Small, Illinois; Governor Fields, Kentucky.

Thrift Week Backed By Bank Men

Through the use of many unusual savings ideas and plans, this state-wide effort was greatly reinforced by individual banking institutions. In New York City, the Fifth Avenue Bank issued a thrift stamp carrying the slogan, "Make a Will". This was placed on all outgoing mail during Thrift Week. In Milwaukee, Wis., the North Avenue State Bank found a most unique method of advertising. A picture of Ben Franklin was placed in the lobby and over it was exhibited a colony of bees which by their industry and thrift brought home the lesson. This idea received much publicity in the local papers. And to mention just one more unique idea (although there actually are hundreds if space would allow) the Anglo-California Trust Company of San Francisco turned over its entire management to honor students of the high school during one day of Thrift Week. The students became the officers, heads of departments, clerks and tellers and through this experience obtained a "close-up" of bank procedure which was most helpful.

Another feature was the attention which big bankers gave to the movement. Many of them wrote articles and gave interviews which became the center of nationwide interest. Notable among these was the "Ten Rules of Success" by Walter Head and an article on thrift as the antidote for crime by Adolph Lewisohn.

The heading of this short review on the cooperation given by banks during National Thrift Week 1927, is taken from the headlines of news items which appeared in hundreds of newspapers in every section of the country. "Thrift Week Backed by Bank Men" was the crisp report of the press. A true statement!—and never before have these allies done a more comprehensive job.

There are many fields of thrift work. Much progress is being made in each one of them. But none of these

cooperators can show more tangible results than the bankers.

In proof of this, recently compiled statistics show that there are now 46,762,240 persons in the United States with savings bank accounts amounting to \$24,696,192,000 or an average of about \$211 for every person in the country. The last year witnessed a growth of about \$1,500,000,000 in these accounts with less than 3,000,000 added depositors.

Sure proof that thrift in this country is gaining steadily . . . sure proof that the bankers are doing their share in the National Thrift program. It is safe to assume that 1,000,000 Americans are now saving money who a year ago were neglecting to do so.

But how are the bankers obtaining these very fine results? There is the splendid cooperative work of the various state banking associations, for example. In Oregon the state banking and the state "Y" associations worked hand in hand. The bankers supervised all of the publicity work. The bankers also took charge of thrift observances in all cities where there were no "Y" organizations. Similar cooperative measures were taken by state bank associations in Ohio, Indiana, Illinois, Iowa, Kansas and Michigan, to mention just a few of the leaders.

A close tie-up with banking was given to the movement in Honolulu, Hawaii through the use of an essay contest on the subject: "Why Students Should Save Money". Over 15,000 students in the public schools participated. The winner was Kenneth Chun, a 19 year old Chinese boy and a senior at McKinley High School. The entire Thrift Week celebration was, as usual, of a highly successful nature.