

New gift for 108

Saving Thrift and success
2/26/30

NATIONAL THRIFT NEWS

Published by
National Thrift Committee

347 Madison Avenue
New York City



Vol. XI.

For Success and Happiness

Dec. 1929

No. 2

Income Plus Management Equals Financial Progress

JAMES A. McLAIN IS NEW CHAIRMAN OF LIFE INSURANCE COM.

Emphasis on Income Management is to be a dominant factor in the 1930 observance of National Thrift Week. The idea

Days and Dates of National Thrift Week 1930

An outstanding factor in any Thrift Week observance is the emphasis given

back of this phrase is the essential element of real thrift. The suggestion that income management be featured has come from numerous sources. Now that it has been acted upon, the comments are favorable. It should be easy and worthwhile to push such a slogan.

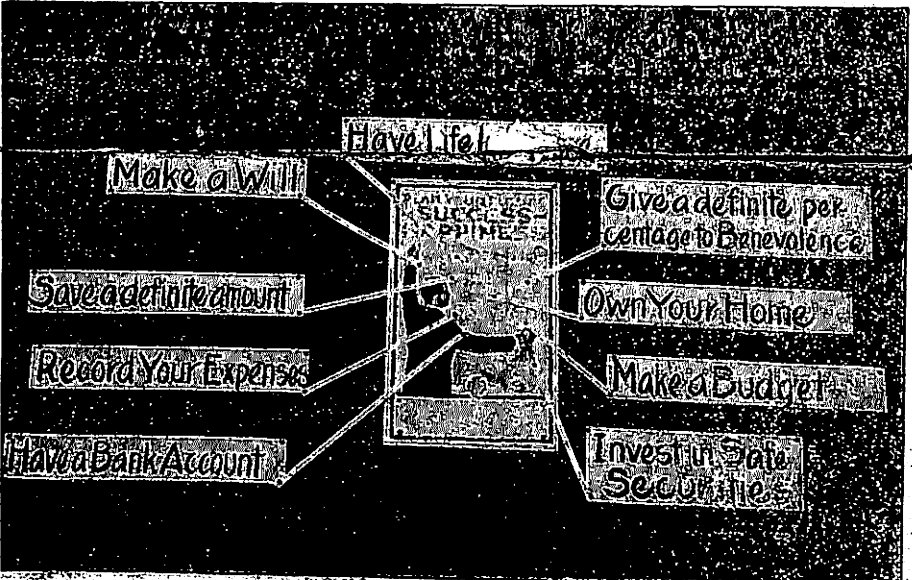
- National Thrift Day
Friday, January 17th
- National Budget Day
Saturday, January 18th
- National Share-with-Others Day
Sunday, January 19th
- National Make-a-Will Day
Monday, January 20th
- National Own-Your-Own-Home Day
Tuesday, January 21st
- National Life Insurance Day
Wednesday, January 22nd
- National Safe Investment Day
Thursday, January 23rd

to life insurance. New life insurance production during the first six months of this year was 4.8 per cent greater than during the corresponding period of 1928. Such writings during June were 1.4 per cent larger this year than last year. The total written during the first six months of 1929 amounted to \$6,540,599,000, against \$6,241,291,000 for the first six months of 1928. Splendid as is this report, it is way below the normal needs of the American people.

The Thrift materials for this season are now being prepared and will be ready for distribution as samples in October. The Edwin Bird Wilson Company, one of the leading advertising agencies in the country, will supervise the art work of the season's poster and the principal pamphlet carrying the message of the season. The newspaper portfolio will contain advertisements for each day of National Thrift Week with illustrations and art work gathered from some of the leading advertisers of the country. The art departments of these institutions are furnishing the art work free of charge.

Life insurance leaders are already making an early start for the life insurance feature of National Thrift Week. Twenty-five life insurance men, including life underwriters, insurance company officials and trust company men, were the guests of Chairman Adolph Lewisohn on June 25th when advance plans were
(Continued on page 2)

Two important articles of Thrift work are being revised and improved for this season's work. These include the Budget Book with a Conscience and the speaker's manual, First Aid to Speakers on Thrift. The Budget Book with a Conscience, which has now become a national institution and each year starts many people on the way to proper management of money, will appear in a new dress with the title "INCOME MANAGEMENT BUDGET BOOK." Important changes and improvements have been made which will make this well-tested volume even more effective.



The Vest Pocket Budget Book will also be available in up-to-date form for use, especially on personal income management. The Speaker's Manual, which received much favorable comment last year, will be revised, and appear in a new form with added features.

It looks like a good season for Thrift. Get an early start on your local program. For any further information write John A. Goodell, Executive Secretary, 347 Madison Ave., N. Y. City

In Birmingham, Ala. Thrift emphasis every month in the year is the rule. The National Thrift Week poster is the center of an attractive display on a huge bulletin board over the elevator entrance in the "Y" lobby.

National



NATIONAL THRIFT NEWS

"For Success and Happiness"

Published as a means of cooperation with local committees and participating members by the

NATIONAL THRIFT COMMITTEE OF THE Y. M. C. A.

347 Madison Ave., New York City

E. A. HUNGERFORD, Editor

Vol. XI

No. 2

Editorial

Looking Toward 1930

By ADOLPH LEWISOHN

Recently I ran across this statement, "Give a man a chance to make a dollar and if he is a man he will soon be making two." This brought to my mind some of the important accomplishments which have been made by the National Thrift Movement during the past decade and more, by way of helping men to use what money they have been able to secure. I think it would be fair to say, "Give a man a program for using an honestly earned dollar and if he is a man he will soon be making it accomplish the work of considerably more than a dollar."

I also recently noted a statement by Bruce Barton to the effect that he would like to have engraved on his tombstone

something to the effect that he was a man who, as a writer, had a large audience, that he made many mistakes but hoped to be forgiven these errors, because for many years he encouraged his readers to practice thrift; and that during his lifetime he had helped many thousands of intelligent people to conserve their financial resources.

This also brought to my mind the enormous amount of stimulation to the better use of money which has been made the past years by the National Thrift Movement, through the cooperation which has been given the National Thrift Committee by Y M C A s in all parts of America, in other nations, and by a long list of important cooperating organizations as well as numerous prominent individuals. I am sure I should be happy if it were

New National Organization Joins National Federation of Business and Professional Women's Clubs Indorses National Thrift Week

The list of prominent organizations cooperating in the National Thrift Program is shown in the next column. It is imposing and indicates tremendous national interest in this sort of effort. From time to time, however, other national bodies are added. The National Thrift Committee feels honored in the latest addition to this list of groups who keenly

said of me in future years, "Here was a man who used his intellectual and material resources to help set in motion and continue, powerful forces which enabled many American citizens to secure greater economic satisfaction."

In the first place, the possession of money requires along with it a moral quality which will insure its being used for the best possible welfare of society. This is a part of our National Thrift Movement program.

In the second place, there is plenty of poverty throughout the country, which might be largely eliminated by the better use of personal and family resources.

In the third place, there is considerable uncertainty as to employment, and the number of people out of employment is altogether too large for permanent economic stability. To weather periods of unemployment requires skill in managing financial affairs, and usually a fairly substantial financial reserve which can be drawn upon.

It gives me great pleasure to extend a cordial invitation to all the constructive forces in America to join in the coming annual observance of National Thrift Week, and to cooperate in every way possible in making it the most successful event of this kind to date.

McLain New Chairman

(Continued from page 1)

made for the insurance feature this season.

Mr. Graham C. Wells and Mr. George A. Kederich and Mr. H. A. Hopf were appointed special committee to select the life insurance chairman for this season. This committee has recommended to Mr. Adolph Lewisohn the appointment of Mr. James A. McLain, Agency Officer of the Guardian Life, as chairman of the insurance division. Mr. McLain is planning a conference of insurance men and the organization of a strong committee in September.

appreciate what has been done during the past twelve years to help folks master their money matters.

National Thrift Week was endorsed by the National Federation of Business and Professional Women's Clubs at their latest convention. They are organizing a committee to observe Thrift Week throughout their organization. Miss Marion H. McClench of Ann Arbor, Mich., is the President of this Federation. It is well known that women both in the home and in business are increasingly vitally concerned about income management and have much to contribute by way of working out effective personal and family money programs.

List of Organizations Cooperating in Thrift Week

- Association of Financial Advertising Services
- American Bankers Association
- American City Bureau
- American Construction Council
- American Home Economics Association
- American Library Association
- American Life Convention
- American Management Association
- American Paper & Pulp Association
- American Red Cross
- American Society for Thrift
- International Advertising Association
- Associated General Contractors of America
- Association of Life Agency Officers
- Association of Life Insurance Presidents
- Boy Scouts of America
- Bureau for the Advancement of Music
- Camp Fire Girls
- Chamber of Commerce of the U. S. A.
- Jewish Welfare Board
- Federal Council of Churches
- General Federation of Women's Clubs
- Girl Scouts
- The Kiwanis Club—International
- Morris Plan Bankers Association
- Music Industries Chamber of Commerce
- National Association of Credit Men
- National Association of Life Underwriters
- National Association of Mutual Savings Banks
- National Association of Real Estate Boards
- National Association Retail Clothiers
- National Association Retail Druggists
- National Association Retail Grocers
- National Board of the Y W C A
- National Budget Committee
- National Congress of Parents and Teachers
- National Education Association
- National Federation of Business & Professional Women's Clubs, Inc.
- National Fraternal Congress of America
- National Kindergarten Association
- National Retail Dry Goods Association
- National Retail Credit Association
- Retailers' Commercial Union
- Savings Bank Association of the State of New York
- Save the Surface Bureau
- U. S. League of Local Building & Loan Associations
- United Stewardship Council of Churches
- United States Post Office Department

BIRMINGHAM CONDUCTS THRIFT POSTER CONTEST DURING TWELVE MONTHS

Following up National Thrift Week observance with a year round Thrift program is in keeping with the best traditions of this event. The following letter from F. M. M. Richardson of Birmingham, Ala., is a splendid illustration of this fact.

"You will be interested to know that this Association is conducting a thrift poster program through the twelve months of the current year. I decided upon this procedure last January as a follow-up of National Thrift Week.

"Each poster so far has been an adaptation of some thrift message. The one for the current month of July is original. The next one in the series is your blue print poster of last January entitled 'Plan Your Future for Success and Happiness.' This poster will be displayed over our elevator with the reference to Thrift Week cut off. Nine placards are displayed in immediate proximity to the blue print poster with ribbons leading from the placard to the point of emphasis on the blue print. For instance, the placard "Invest in Safe Securities" leads to the word investment in the lower corner of the blue print.

"This poster series has been displayed through the year on a large bulletin space immediately over our elevator door. A spotlight plays continuously on the poster. Keeping the board free of any other bulletin has given unusual emphasis to this poster series. Quite naturally this series has attracted considerable comment and I trust has not been without influence upon the many young men in the daily inflow of young life through our lobby en route to the dormitory and to the Physical Department."

- Income Management**
Decalogue to Be Used
Ten-Point Financial 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

Philosopher Durant Teaches Daughter Money Methods

For a time she hankered after pennies and nickels. We steered around this by arranging a monthly "salary" for her, dependent upon her keeping her room tidy, making her own bed, getting up promptly, arriving at school on time, and doing her lessons well. I have been taken to task by my friends for "corrupting" Ethel with this monthly wage; but I have always been unprincipled, ready to experiment with anything. It is too early to say whether my friends are right or wrong, but I should say that the signs are against them, the money has made Ethel less acquisitive, not more.—From "How a Great Scholar Brings Up His Children," by Will Durant, American Magazine, March, 1929.



Meet Mr. McLain, Chairman, Life Insurance Division of National Thrift Week. Agency Officer of the Guardian Life Insurance Company.

MUTUAL SAVINGS BANKS SUPPORT NATIONAL THRIFT WEEK

National Thrift Week is of primary interest to all kinds of banking institutions. It is these concerns which are committed to the project of helping people to see in effective income management a place for a part of the savings in a banking institution. Groups IV and V are composed of a large number of savings banks in the metropolitan area of New York City and has always been active in cooperation with the National Thrift Movement of the Y M C A.

Among the savings bank leaders, the following materials Available

late William E. Knox and C. J. Obermayer were for years important supporters and attendants at meetings of the National Thrift Committee. Mr. Arthur S. Van Winkle was the first savings bank official to become a member of the Committee. He has associated with him from Group Four Mr. J. R. Trowbridge of the Franklin Savings Bank, Mr. Howell T. Manson of the Dollar Savings Bank. From Group Five, embracing the savings banks of Brooklyn and Long Island, Mr. William Obermayer of the Greater New York Savings Bank and Mr. J. C. Klinck of the Kings County Savings Bank are present members of the Committee. The late A. E. Ames' place has not yet been filled.

The interest of the mutual savings banks in Thrift and the National Thrift Week celebration is typical of the interest of savings bank officials in cities in all parts of the United States and Canada. The American Bankers Association, it will be noticed, is one of the cooperating national organizations.

INCOME MANAGEMENT BUDGET BOOK



Income Plus Management—Equals Financial Security.

New Family Budget Book

First Aid to Speakers on Thrift

A pocket manual of some material for speakers at Thrift Week Meetings



Compiled and distributed by NATIONAL THRIFT COMMITTEE
A. W. H. LEVISON, Chairman
John A. CHAMBERLAIN, Executive Secretary
197 BATTERY BUILDING
NEW YORK CITY

New Edition of Speakers' Manual

WHO'S WHO IN THE ANNUAL OBSERVANCE OF NATIONAL THRIFT WEEK

If plenty of backing insures the success of a movement, the National Thrift Week observance for 1930 is already an assured success. To begin with, there is Benjamin Franklin, patron saint of Thrift, whose spirit of economic superiority permeates this movement.

There is the National Thrift Committee, ably headed for over a dozen years by Adolph Lewisohn of New York City. To think of this program without keen appreciation of Mr. Lewisohn's leadership is like trying to picture a waterless Atlantic Ocean.

Other members of the committee include: Hon. Henry J. Allen, Wichita, Kan.; W. W. Bowman, Topeka, Kan.; B. H. Fancher, New York City; Homer L. Ferguson, Newport News, Va.; Walter W. Head, Chicago, Ill.; Herbert S. Houston, New York City; Clarence Howard, St. Louis, Mo.; Sam A. Lewisohn, New York City; Charles O'Connor Hennessy, New York City; John Clyde Oswald, New York City; W. C. Potter, New York City; Judson G. Rosebush, Appleton, Wis.; H. C. Richard, New York City; J. Robert Stout, New York City; Winslow Russell, Hartford, Conn.; Ernest T. Trigg, Philadelphia, Pa.; Edwin Bird Wilson, New York City; A. S. Van Winkle, New York City; Chas. N. Wonacott, Portland, Ore.; Mrs. A. H. Reeve, Ambler, Pa., and Jno. A. Goodell, New York City.

The Thrift Committee of the National Council of the Y M C A which sponsors the National Thrift Movement is composed of: B. H. Fancher, New York City; E. A. Hungerford, New York City; S. Irish, New York City; J. E. Kavanaugh, New York City; J. Robert Stout, New

York City, and A. S. Van Winkle, New York City.

The State Y M C A Committee: P. C. Dix, Harrisburg, Pa.; C. A. Tevebaugh, Indianapolis, Ind.; K. A. Shumaker, Columbus, Ohio; H. O. Hill, Los Angeles, Cal.; E. W. Hearne, Boston, Mass., and F. H. West, Topeka, Kan.

The General Secretaries Y M C A Committee: H. P. Lansdale, Rochester, N. Y.; F. B. Shipp, Pittsburgh, Pa.; Wm. Knowles Cooper, Washington, D. C.; Walter T. Diack, New York City; Geo. C. Hubert, Hartford, Conn.; Ward W. Adair, New York City; J. J. McKim, Cincinnati, Ohio; Harry W. Stone, Portland, Ore.; Ira Lute, Denver, Colo.; Wm. E. Adams, Boston, Mass.; G. W. Fisher, Winston-Salem, N. C.; J. B. Modesitt, Milwaukee, Wis., and R. R. Perkins, San Francisco, Cal.

Thrift Paves the Way

Building and Loan Associations, Realtors, and others interested in helping people to own homes, are active participants in the observance of National Thrift Week. Appropriate to the ideal of home ownership is the sentiment in the following poem:

By ROBERT SEXTON

Director Own Your Home Exposition

When we stop to think about it,
What is life's mission here below,
Are we here to toil and labor,
Just to pay the bills we owe?

Does life hold no compensation
From the daily treadmill grind
Is there not some quiet haven
To anchor and find peace of mind?

Somewhere in this vale of sorrows
There must be a safe retreat,
To rest from life's grim battle,
From strife and din of street.

Can you vision anything more cheerful
Than the fireside in your home,
With your loved ones there about you,
Would you care again to roam?

Will the music and the laughter,
Rippling from that happy nest,
Soothe you, rest you, awake withir you,
All that life holds best?

Round the home however modest,
Entwine the heart strings like the vine;
There the trées, the flowers, the loved ones,
Home—the sanctuary divine.

Homes possess all the magic,
To stem the mobs' wild reign.
Homes will thin the ranks of violence,
Render the inciter's work in vain.

Why not work for peace and order,
Plan to build. Begin today!
Save your pennies, dimes and dollars,
At least one-tenth put safe away.

Do I hear a voice in question,
Asking how can I obtain
Such a home and fireside,
Such a haven free from pain?

How can I, who haven't a penny,
Saved from cost of flat and keep,
Surely you don't mean to tell me,
In my home I yet may sleep?

I give answer to that question
You've been dreaming year to year,
Though you've wasted all your earnings,
Thrift will save you, never fear.

Would you hear the music of the laughter
Round your fireside? Well you may,
Just save one-tenth your earnings,
Thrift, Thrift, will pave the way.

Register Now

The National Thrift Week movement is a Y M C A project requiring the support of every Y in the United States and Canada. And at the same time it should benefit the program of every Y. Now is the time to register so as to keep posted on this phase of Association program activity. Register now at National Headquarters.

The National Thrift Committee of the Y M C A

New York City

Gentlemen:

Please register our association for Thrift Service to include Thrift Materials and other helps in preparation for the Twelfth Annual Program. This service to include special cultivation material sent regularly to fifteen of our leaders until Thrift Week, January, 1930. We understand we are to receive samples of all materials and other helps including literature, speakers' and school manuals, plan books, newspaper mats, etc.

You may call on us for fifteen dollars to cover this cost after September first.

NAME _____

ADDRESS _____



Adolph Lewisohn, Chairman National Thrift Committee