

NATIONAL THRIFT NEWS

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No. 2

You, Too, Can Profit Through Unit Plan Procedure

ALMOST startling in nature are some of the letters of comment on the new Unit Plan which are continually being received at National Thrift headquarters. Approval from men whose ideas count for a great deal makes it seem certain that this idea must turn out successfully.

From J. H. Puelicher former president of the A. B. A. and chairman of the Milwaukee Thrift Committee comes this word: "I am very glad to welcome this new plan and we are determined to give it a good trial here in Milwaukee County." From a man whose word is recognized authority on matters financial that simple statement means much. The Unit Plan has passed the acid test of an expert!

From Y. M. C. A. executives, too—the men who lead local thrift campaigns, we find reactions of similar nature.

Ralph Fistere, industrial secretary at Jersey City, N. J. says: "In our ten years of promoting National Thrift Week, we have seen no idea which more heartily meets with our approval."

From Chester E. Taylor of Orange, N. J., the following word: "We wish to go on record as stating that the New Unit Plan has brought us back into the fold. Now the whole program has that continuity for which we have always felt a need."

Others are interested from the financial standpoint. "It seems to me," says J. M. Groves of New Haven, "that the Unit Plan is going to solve the money problem in an almost ideal manner. It places the financial burden

(what little there is) on those who gain.

And from our national chairman, Adolph Lewisohn, this word of encouragement: "As chairman of this great movement on behalf of success and happiness, I look forward to the new year with increasing enthusiasm. National Thrift Week has been a splendid focal point for thrift education. But

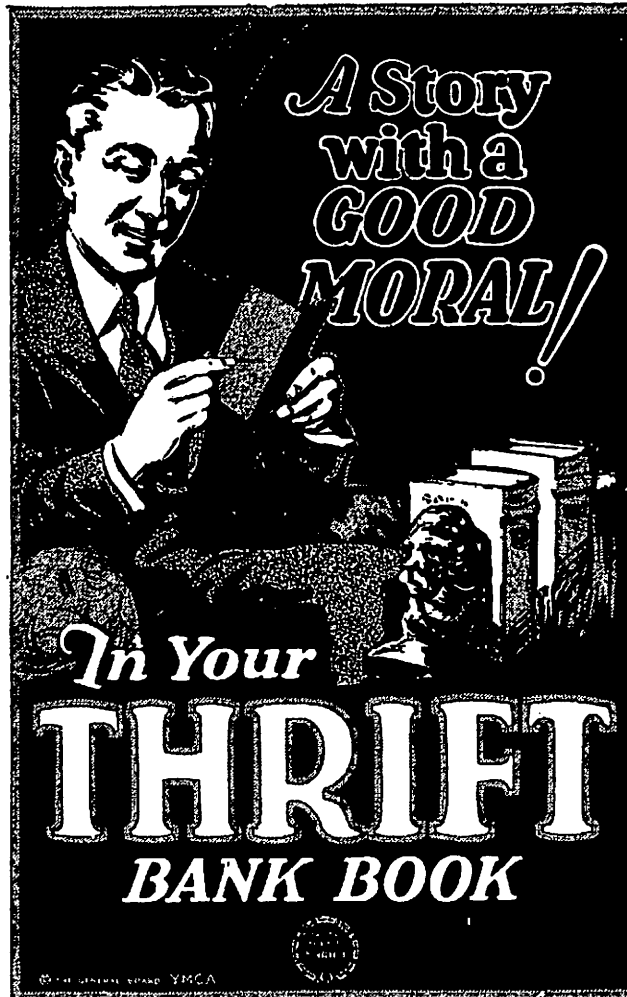
Mutual Unit Plan Program Makes Many Friends

ALTHOUGH the new Unit Plan for thrift education must still be considered in a preparatory stage, its unique possibilities have so completely caught popular approval that to consider it an experiment would be an injustice. Success for this project must be termed a foregone conclusion. The many friends already made insure it.

A week of thrift activity stretched into a year—that is the essence of the Unit Plan. Seven months instead of seven days with every feature of the old program retained for National Thrift Week (January 17-23) is still the focal point; a week in which to climax your year's accomplishment.

For ten years the National Thrift Committee has been conducting its economic program with practically all of the emphasis placed on one particular week not because it was felt that this covered the need, but because limited means prevented any further promotion. With the advent of our tenth anniversary and the organization of a special tenth anniversary committee to fittingly celebrate the occasion, previous restrictions were somewhat reduced. What this committee lacked in funds it made up in ideas. It felt that the big step forward must be made—that thrift must be placed on a year round basis. From this conviction the Unit Plan resulted.

The favorable comment we continually receive from interested outside sources of every description encourages us to believe that this plan is as nearly perfect as human ingenuity and the attention of experts can make it.



First thrift poster of the year. It is a part of the material which goes to make up the "Thrift Through a Bank Account" section of the Unit Plan. Those who display it are participating members in the National Thrift Movement

we have needed something more. We have needed the spirit of National Thrift Week every day of the year. The Unit Plan, I feel sure, will make this ideal come true."



The banking section of the Unit Plan contains the material here depicted

Six other sections on different phases of thrift will follow—all are equally helpful

Of just what this Unit Plan consists and how it works may, perhaps, be most adequately explained by reviewing the contents of one section of the plan; the "Thrift Through A Bank Account" section for that is the first to be released.

A layout of all the pieces contained in this section is illustrated above. This material was prepared under the direction of a committee of practical bankers. It tells of the best ways to use a bank account and how to accomplish the most through such use.

The feature of this banking section is a poster in colors which tells, at-a-glance, the story of success and happiness through constant use of a bank book. Supporting material includes a series of newspaper advertisements, folders, publicity articles for release to your local press, a three minute talk outline and educational material for shop magazine and bulletin boards.

Similar sections of the Unit Plan dwelling on other specific thrift subjects will follow at monthly intervals until the entire seven major points of the thrift schedule have been covered. There will be a section on "Thrift Through Life Insurance." Another section will be devoted to "Thrift Through Owning Your Own Home." Get the picture of a week stretched into a year and you have the whole Unit Plan story. The graphic outline on Page Three will help

you visualize the plan. Figure it out for yourself—would such a program installed in your organization and used as a part of your work be helpful in stabilizing your economic situation during the coming year? Would it be helpful to your employees and customers to receive education from experts on the salient features of thrift? Hundreds of our country's leading executives are already answering those questions in most positive fashion. They have become Participating Members of the National Thrift Committee and have subscribed to the Unit Plan. You, too, may do this and the expense involved is negligible. The coupon on Page Eight of this issue makes the way easy. Why not sign and mail it today?

New Slant On Savings

One of the most interesting phases of development along thrift educational lines may be noted in the advertising being conducted by banks, life insurance companies and other organizations of like nature. More and more, the happier and higher attributes of thrift are being developed.

A recent convert to the idea of saving advertising—sunny side up, is the First National Bank of Boston which has been displaying in its windows a

colorful card with the admonition: "Save for a Sunny Day!"

Commenting on the good qualities of this new slant on thrift, J. Scofield Rowe, president of The Metropolitan Casualty Insurance Company, says, in a recent issue of the *Advertising Club News*, "This right-about-face from the picture of weeping skies, mournful winds and a bleak landscape—the prospect so long held out as the incentive for thrift and frugality—has, it seems to me, the simplicity which characterizes so many important and beneficent discoveries.

"Breaking away from the venerable traditions which have long clustered around the save-for-a-rainy-day appeal must have required a certain amount of courage—particularly in New England. But how much more compelling is the picture of sunny days! And after all, wouldn't we all rather save during a rainy day than for one?"

Thrift Library Is New Development

Fargo, N. D. always a leader in thrift activity has become a path-finder in still another phase of the work with the establishment, as a separate department, of a thrift library which is considered to be one of the most complete of its kind in the country. A most interesting feature is that the grouping of the volumes is according to the seven focal points or thrift objectives as established by the National Thrift Committee.

A listing of some of the volumes available may be of great help to others in other parts of the country who are in search of similar source material and have no specialized library to which they may turn.

In a "share with others" group is a number of biographies, including "Poor Boys Who Became Famous," by Bolton; "Americanization of Edward Bok," by Bok; "Autobiography of Andrew Carnegie," "Son of the Middle Border," by Garland; "Life of Mary Lyon," by Gilchrist; "Steinmetz," by Hammond; "From Immigrant to Inventor," by Purin; "Pulitzer, His Life and Letters," by Pulitzer; "A Far Journey," by Ribbany; "Lincoln, the Prairie Years," by Sandburg; "Story of a Pioneer," by Shaw; "From Alien to Citizen," by Steiner.

In a "thrift" collection are: "Financial Independence, How to Win It," by Blodgett; "Home Bookkeeping for the Thrifty," by Harpman; "Book of Thrift," by MacGregor; "Thrift," by Marden; "Ready Money," by Knox;

"How to Get Your Pay Raised," by Fowler; "Pushing to the Front," by Marden; "The Exceptional Employee," by Marden; "The Young Man's Affairs," by Brown; "The Woman Who Spends," by Richardson, and "To Women of the Business World," by Johnson.

A special "budget" group consists of "How to Keep Household Accounts," by Haskins; "Budgetary Control," by McKinsey; "The Business of the Household," by Taber; "Household Management," by Terrill and "Manual of Homemaking," by Van Rensselaer.

Insurance books placed in this grouping are: "Principles of Insurance," by Gephart; "Property Insurance," by Huebner; "International Library of Technology, Insurance," "Selling Life Insurance," by Stevenson; "Life Underwriting as a Career," by Woods.

An "own your own home" group contains books on domestic architecture, including "The Liveable House, Its Plan and Design," by Emburk; "A Simple Course in Home Decorating," by Fales; "The Honest House," by Goodnow; "Concrete and Stucco Houses," by Hering; "Economy in Homebuilding," by Hering; "Home Builders' Catalog," "House Beautiful Annual," "American Colonial Architecture," by Jackson; "Guaranteed Building Plans," by Radford; "Plan Book of American Dwellings," by Saxton; "Domestic Architecture," by Robinson; "Inexpensive

Homes of Individuality," by Saylor; "How to Plan, Finance and Build Your Home," by the Southern Pine association; "Country Life Book of Building and Decorating," by Townsend; "Successful Houses and How to Build them," by White.

A "safe investment" group contains "What Is Success?" by Babson; "How to Save Money," by Fowler, and "Putnam's Investment Handbook,"

A "pay bills promptly" group has in it "Efficient Living" by Purington, and "Retail Charge Account," by Walter.

Unit Plan Makes Progress in the South

Carrying the work of thrift to all of the smaller towns in North Carolina is one of the many fine things which the Unit Plan is going to accomplish for this state according to W. H. Spradlin, chairman of the state thrift committee and director of the work in that district.

For the past ten years National Thrift Week has been effectively observed in the larger communities but the whole system was too comprehensive for the smaller towns. The Unit Plan makes extension of the work into this new field possible. This is just one more instance of how important a part this plan is destined to play in the thrift program. If you don't know all about the Unit Plan don't delay finding out.

Another Ally for 1928

During past years an ever increasing number of Building and Loan Associations have been participating in the National Thrift Movement, but 1928 finds the entire organization stepping into line and real organic cooperation as a prospect for the future. This notable advance was made possible at Ashville, N. C. during the annual convention of the U. S. Building and Loan Associations held July 19-22 when a motion made by the Hon. Charles O'Connor Hennessy for still closer cooperation with the National Thrift Committee was unanimously passed by the executive committee.

An idea on just how marked this advance actually is may be obtained from the fact that this convention represented 12,000 local branches of the U. S. Building & Loan with a membership of 10,000,000 people. Hardly a community in which thrift operates is without a building and loan society. Such a great force allied with the local thrift committees is certain to add greatly to the chances of unusual progress in 1928.

Senator Hennessy has long been an active friend of the National Thrift Movement and is a member of the general committee. He is a former president of the U. S. League of Building and Loan Associations and president of the Franklin Society for Savings, New York City.

A Week Stretched Into a Year—the Unit Plan in Graphic Form

OCTOBER
 "Have a Bank Account"
 companion month to
 JANUARY 17 of
 NATIONAL THRIFT WEEK
 Don't Spend It All

NOVEMBER
 "Invest Safely"
 companion month to
 JANUARY 23 of
 NATIONAL THRIFT WEEK
 Spend Time and Money Wisely

DECEMBER
 "Share With Others"
 companion month to
 JANUARY 22 of
 NATIONAL THRIFT WEEK
 It is more Blessed to Give than
 Receive

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
 "Carry Life Insurance"
 companion month to
 JANUARY 19 of
 NATIONAL THRIFT WEEK
 Live to Win

FEBRUARY
 "Keep a Budget"
 companion month to
 JANUARY 18 of
 NATIONAL THRIFT WEEK
 Before You Invest—
 Investigate

MARCH
 "Pay Bills Promptly"
 companion month to
 JANUARY 21 of
 NATIONAL THRIFT WEEK
 Preserve Your Credit

APRIL
 "Own Your Home"
 companion month to
 JANUARY 20 of
 NATIONAL THRIFT WEEK
 Build a Home First



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 Avenue, New York City
ADOLPH LEWISOHN, Chairman
JOHN A. GOODELL, Executive Secretary

STEWART WARK, Editor

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Automobile Has Thrift Aspects

In the early days of the automobile industry there was built up a general idea that the automobile was a luxury. This idea is unsound according to H. Clifford Brokaw, Technical Advisor of the New York City Westside Y. M. C. A. Automobile School.

The automobile is a favorable thrift element in our present day civilization according to Mr. Brokaw and in a recent article written on the subject he substantiates this contention in most interesting fashion.

"The fact is," he says, "that the luxury use of the automobile of today is largely secondary. It is primarily an instrument of utility whether in the service of the grocer who uses his closed car as a truck to deliver necessities to waiting housewives or of the housewife who uses the family car as a medium for doing her shopping. The automobile is found a useful vehicle in the service of the farmer who uses it to eliminate distance, save time and generally support a condition of life, especially social, which before the coming of the motor car was generally considered to be well nigh insupportable. The automobiles which one sees clustering about industrial plants, around rising building structures, and along the roadside where new construction is under way, do not belong entirely to plant executives, boss contractors or road superintendents. They belong to the men in rough working clothes—mechan-

ics, day laborers—who find them an essential convenience in effectively getting to and from their day's work. They are there because they represent a means of transportation which workers have elected to utilize and as such a means the automobile serves a proper economic purpose.

"Aside from the utility value," Mr. Brokaw continues, "the automobile has become a decided factor in the support of the general economic structure. According to competent economists, instead of being a competitor for purchasing power, which some producers believe it to be, the automobile is, in fact, a creator of purchasing power—a maker of business for all producers. If there should be a slackening up in the automobile industry, this situation would be felt in many other lines of legitimate business. The automobile industry through its own working forces and through the working forces of other industries, the products of which are required for the making of automobiles, provides incomes for many thousands of families and thereby gives them the basis of a money program through which they can express their ideas of thrifty procedure."

The automobile trade, Mr. Brokaw adds, increases real estate values, adds to the demand for floor space for show rooms, garages, hotels, restaurants, filling stations and road side lunch stands. It builds bank balances, adds to insurance funds, creates new systems of financing

A Great Man's Opinion

There may be two sides to every question but thrift, apparently, is the exception which proves the rule. Find a great man and you will find a thrift booster. Secretary of the Treasury Mellon, for example. In a recent statement, he says:

Thrift is financial preparedness. It is equally important from the standpoint of the nation and of the individual.

We found during the war that America's real financial strength consisted not in a few great fortunes, but in the combined savings of many individuals.

In the case of the average man, savings may be lost through lack of a small amount of capital.

While saving is not easy and involves sacrifices, it is worth while because of the sense of security which financial independence brings to its possessor.

"Beware of little expenses. A small leak will sink a ship."—Benjamin Franklin.

A Financial Creed: Make money honestly—Spend it intelligently—Save some regularly—Invest it wisely.

The Thrift Book Shelf

After you have read something good in the realm of thrift achievement, pass the word along through use of this column. Publishers are also invited to keep us in touch with any new books on thrift topics which they may issue.

FINANCIAL INDEPENDENCE by Harvey A. Blodgett—Glenn Frank says: "To the average man its sane and simple counsel will be a godsend." We add to this praise by suggesting a reason for the high calibre of this work. From our point of view it may be found in the fact that, intentionally or not, Mr. Blodgett has built his reasoning around the structure of the ten point creed of National Thrift Week. He also gives a list of ten thrift points. It is interesting to place the two lists side by side and see how similar they are.

BLODGETT

1. Decide to become independent.
2. Think straight and plan.
3. Master the art of saving.
4. Master the art of spending.
5. Guard against waste.
6. Cultivate the habit of industry.
7. Go into debt wisely.
8. Establish connection with a good bank.
9. Use saved capital for profit.
10. Conserve your capital.

THRIFT WEEK

1. Work and earn.
2. Make a budget.
3. Record expenditures.
4. Have a bank account.
5. Carry life insurance.
6. Own your own house.
7. Make a will.
8. Invest in safe securities.
9. Pay bills promptly.
10. Share with others.

"Financial Independence" contains simple, definite instructions. The author, who has travelled the route himself, wastes no time on elusive theories. He lays down and develops the fundamental principles listed above, a knowledge of which is of incalculable value to those needing assistance in their struggle toward freedom from the irksome cares and worries, freedom that only financial independence brings.

The Henry E. Legler Regional Branch Library of Chicago, Ill. offers the following excellent suggestions on a thrift library. All of these books are listed at this library and have been found most helpful to its readers:

BUDGETS—Abel, M. T., "Successful Family Life on the Moderate Income"; Buck, A. E., "Budget Making"; Donham, S. A., "Spending the Family Income"; Frederick, C. M., "Household Engineering"; Lord, I. E., "Getting Your Money's Worth"; McKinsey, O. M., "Budgetary Control."

INVESTMENTS—Chamberlin, Lawrence, "Principles of Bond Investment"; Clay, Paul, "Sound Investing"; Escher, Franklin, "Practical Investing"; Gaines, M. W., "The Art of Investment"; Kirshman, J. E., "Principles of Investment"; Lagerquist, W. E., "Investment Analysis"; Moody, John, "Moody's Analysis of Investments"; Sakolowski, A. M., "Principles of Investment."

THRIFT—Atwood, A. W., "How to Get Ahead"; Fowler, N. C., "How to Save Money"; Hall, Bolton, "Thrift"; MacGregor, T. D., "The Book of Thrift"; Richardson, A. S., "Adventures in Thrift."

TIME AND PERSEVERANCE—THE FOUNDATIONS OF THRIFT

PROMINENT ADVERTISING MAN GIVES TWO SIGN-POSTS WHICH
HAVE GUIDED HIS WAY TOWARD FORTUNE

By JOHN A. GOODELL, *ex. sec.* National Thrift Committee

THRIFT has been discussed from every possible vantage point. It seems difficult to view this ancient subject from any new perspective, but occasionally we get a different unexpected picture.

Thrift is a natural instinct of the animal kingdom. Man, the only animal gifted with reasoning faculties, has dulled his instinct in the refining process of the ages, but when he puts a dollar in the bank, he is only doing by will power what the squirrel does by impulse of nature.

Individual thrift is as old as creation—organized thrift is comparatively new. This, by the way, is only introductory to the story of a man who got a unique slant on Thrift in his boyhood and persisted in the idea throughout his life. "Thrift," this man said to me, "depends on two immutable factors—time and perseverance. The result is inevitable."

The Thrift idea of this boy resulted in the foundation of J. P. Muller & Company, one of New York's large advertising agencies and later the J. P. Muller Realty Corporation, and the Muller Thrift Association. J. P. Muller, as a boy of twelve, was employed as a messenger for the New York Tri-

bune. Out of his first pay, amounting to the munificent sum of \$3.00, he took a one dollar note and changed it into silver. He placed 30 cents in one pocket and \$2.70 in another. He never spent the 30 cents or any part of it. That has been the Muller gospel throughout his career. Ten per cent of whatever he earned was saved. And he always succeeded in living on the rest.

But Mr. Muller was not an individualist in Thrift. Seeing how successful he was in his own plan of saving, he introduced a Thrift plan among six of his employees in 1906. They purchased a \$10,000 Installment Bond in a Long Island Realty Company. Each member of the group paid in \$3.32 weekly for ten years. Upon maturity, this bond was cashed in and invested in a Real Estate business. That was the beginning of the J. P. Muller Realty Corporation, an organization which has constructed hundreds of homes on Long Island. This company is now developing recreational real estate on a large scale in Eastern Long Island and in the Berkshires.

About five years ago, the Muller Thrift Association came into being. All of the employees of J. P. Muller were invited to join, and all accepted. The

results obtained by this Thrift Association have been amazing. It is hardly ethical to state figures, but the writer had concrete evidence of the power of organized thrift, when he saw what fifty employees of J. P. Muller & Company have achieved out of a small percentage of their weekly earnings.

Mr. Muller is a great believer in the stabilizing influence of Thrift. He has recognized the influence of Thrift on character, and has consistently urged this credo upon his employees "Save a little and live within your means." "After all," Mr. Muller remarked, "Theodore Roosevelt summed up the whole story of Thrift when he wrote 'Thrift is just common sense applied to spending.'"

That may be the whole story, but the writer has an opinion that Mr. Muller sounded the keynote when he said "Thrift depends upon two immutable factors—Time and Perseverance." Somehow, I shall never get the picture out of my mind of the boy of twelve changing a dollar bill from his first pay envelope, and putting 30 cents in a separate pocket. Upon this tiny foundation, J. P. Muller has erected a great monument to Thrift.

Sharing—Franklin Fashion

ONE of the most difficult phases of thrift is the correct interpretation of the "Share With Others" principle. Everyone admits that benevolence is a big point in thrift education yet using it as an active part of everyday life has many pit-falls.

All this being so it is rather interesting to note that whenever a knotty problem arises it can usually be solved through reference to the life and work of Benjamin Franklin, American apostle of thrift. There is nothing of pinch-penny mischance in the following letter written to a friend in need. The spirit of "Share With Others" is in every line. Yet the practical and essentially

thrifty nature of the man is brought out continually. "Poor Richard" seems to have caught, in a few words, the ideal translation of our share with others principle. His letter follows:

"I send you herewith a bill for ten louis d'ors (about \$45). I do not pretend to give such a sum; I only lend it to you. When you shall return to your country with a good character, you can not fail of getting into some business, that will in time enable you to pay all your debts. In that case, when you meet with another honest man in similar distress, you must pay me by lending this sum to him; enjoining him to discharge the debt by a like operation, when he shall be able, and shall meet with such another opportunity. I hope it may thus go through many hands, before it meets with a

knave that will stop its progress. This is a trick of mine for doing a deal of good with a little money. I am not rich enough to afford much in good works, and so am obliged to be cunning and make the most of a little."

Solomon who was esteemed even wiser than Franklin once said: "There is that scattereth and yet increaseth; and there is that that withholdeth more than is meet, but it tendeth to poverty. The liberal soul shall be made fat."

"The miracle of next year depends upon you. One of the most tangible miracle makers is a carefully planned and orderly adhered to system of spending one's income."

Appreciation from Hawaii

Many months have passed since the prizes were awarded on the Benjamin Franklin Essay Contest sponsored by the International Benjamin Franklin Society and the National Thrift Committee, yet interest in this unique feature of each year's thrift observance continues.



HON. CHARLES O'CONNOR HENNESSY
Thrift work enthusiast

When the winners were finally decided upon it may be remembered that the essay submitted by a little Japanese-American boy from Honolulu, Susumu Sakamoto, didn't win a prize but gained high mention from the Hon. James M. Beck, former Solicitor General of the United States and chairman of the award committee.

This high mention brought Sakamoto's work to the attention of the Hon. Charles O'Connor Hennessy, a member of the National Thrift Committee who sent him \$10 as a special consolation prize. In a grateful letter of acknowledgment the little Japanese boy wrote as follows: "I completed part of my grammar school education on the island of Hawaii. Then we moved to Honolulu, the capital city of the territory. I am now a senior at McKinley High School. Ever since I was a freshman I have wanted to take part in the Franklin Essay Contest. The judges picked my essay to represent my school."

Reasons For Budgeting

In Wausau, Wis. budgeting has always had a prominent place in the schedule of thrift activities. This community believes in budgeting because investigation has proved that there are many sound reasons for such procedure. Here are some of them as compiled by Evelyn M. Braatz of the Wausau Vocational School.

1. The necessities will be provided because considered first.

2. Purchases will be made more wisely since having been planned for. Advantage can be taken of seasonal reductions and time may be allowed for finding the right article.

3. Purchases will fit together because planned together.

4. The standard of living will improve because the family life will be considered as a whole.

5. More money will be saved because saved regularly and by a definite plan.

Saving, planning for all necessities, choice of most worthwhile luxuries, wise marketing, improvement of standards, recognition of real values, may, any or all of them, result from the use of a carefully made budget.

No one plan will suit every family. Each family must plan its budget in accordance with its income, environment and standard of living. The heedless purchaser rarely indicates a consciousness of value, while planned expenditure is based upon definite standards which the very act of planning has made conscious.

The National Thrift Ten Point Success 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

"For Success and Happiness"

Scouts Must Be Thrifty

The trend of the times, with thrift education permeating into every phase of our business and social life, is very well illustrated by the fact that the Boy Scouts code gives generous recognition to the subject.

The ninth requirement to become a second class scout is that the boy must earn and deposit a dollar in a public bank after he has passed the tenderfoot tests. Liberty bonds, war savings stamps, and insurance premiums are accepted.

The second requirement to become a first class scout is to earn and deposit two dollars. There are twelve scout laws—the ninth law is: "A Scout is thrifty." He does not wantonly destroy property. He works faithfully, wastes nothing, and makes the best use of his

opportunities. He saves his money so that he may pay his own way, be generous to those in need and helpful to worthy objects. He may work for pay but must not receive tips for courtesies or "good turns."

It can be readily seen that thrift is one of the vital points in the code, laws, and teachings of scouting and also vital to the building of good citizenship.

Credit Men Approve New Plans

Assurances that the "Pay Your Bills Promptly" phase of our thrift educational work will receive active cooperation was given at the annual convention of the Retail Credit Men's National Association held in Providence, R. I., August 9-12 when, after an address on new plans given by John A. Goodell, executive secretary of the National Thrift Committee, a motion was made that every local branch of the Retail Credit Men's Association be urged to actively cooperate. The program of cooperation as suggested by Mr. Goodell and endorsed by the convention is as follows:

1—A committee composed of retail credit men and representatives of other national retail associations, to work with officers of the National Thrift Committee in preparing the "Pay Your Bills Promptly" material for the monthly program.

2—That the month for the "Pay Your Bills Promptly" phase of the program be tentatively set as March and that this larger opportunity to advocate prompt payment be pushed through use of the Unit Plan by all local branches.

The joint committee which this convention authorized is now at work and several meetings have already been held.



SUSUMU SAKAMOTO
Thrift Essayist from Honolulu

Thrift Diary Ready— Order Now!

First created by a group of young men in Dayton, Ohio, the Vest Pocket Budget and Diary Book has grown in popularity and appeal until today it is used by many thousands in every state of the Union.

Each season the demand increases. Last year, scores and scores of orders had to be refused because they came in too late and our stock was exhausted.

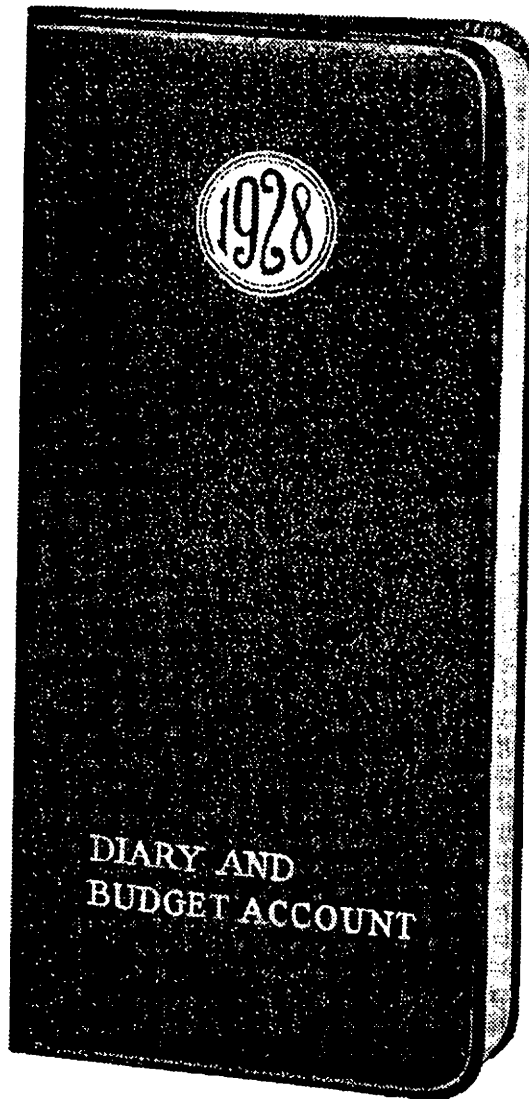
There must be a very good reason for the increasing popularity of this little book. It may be found in the fact that no other budgeting device as convenient, compact and efficient has ever been offered to the public. Not an intricate budget but still an efficient method for keeping the wheels of industry running smoothly. If there is to be a budget for the household and the business, why shouldn't the business man have one for his personal use? He should. Most men realize the need. And the Vest Pocket Budget and Diary book solves the problem because it is so compact and easy to handle.

This little book has many uses; budgeting is only one feature. It's size ($2\frac{3}{4}$ " x $5\frac{1}{2}$ ") you will recognize as regulation; identical to the size of the usual memo book to be found in every man's vest pocket. In fact it is a standard vest pocket diary manufactured by a concern which supplies most of the books on sale at a stationers. The radical difference is that instead of the miscellaneous information which the standard book carries, the Vest Pocket Budget and Diary Book has budget forms and other information on both thrift and Y. M. C. A. activity. All of the standard features you want are retained yet in every other way this diary is built to fit your particular needs. And yet it costs no more!

Orders on these books are being taken now. To avoid delay or the possibility of being too late as so many were last year, this matter should be given your attention, right now. Shipment will be made to you during November. You need not pay the bill until after Christmas. There is only one edition, bound in real American Russian Seal leather. The price is 35c per copy. Shipments

are made singly or in cartons of twenty-five each; excellent for counter display. Price per carton: \$8.75.

Just tell us what you want and we will give your needs our immediate attention. Or if you are not sure about the possibilities of this diary as an aid to your thrift success send for details on how it may be used and how others have used it to advantage.



Actual size reproduction of the Vest Pocket Budget and Diary Book. An unusually compact budget that will save many dollars. Be sure to carry one this year

Ohioans Most Thrifty

Ohioans lay claim to premier honors in many branches of national affairs and in progress along the lines of thrift and thrift education they are far from being backward as a recent statement by James A. Devine, Columbus secretary of the Ohio League of Building and Loan Associations, proves.

"Savings deposits in Ohio building and loan associations and banks have a greater per capita average and total more than ever before," according to Mr. Devine. He points out that last year Ohioans saved in building and loan associations more than \$100,000,000, making total resources of these institutions now in excess of one billion dollars. During the same time savings deposits in Ohio banks increased about \$150,000,000.

During the last year 50,000 Ohio families moved into homes of their own and now 52 out of every 100 families in the state own their own homes. Five years ago only 47 families out of every 11 percent in the number of homes owned during the past five years. There are 1,700,000 Ohioans saving with building and loan companies, and 2,000,000 Ohioans have bank accounts. Records show that three-fourths of the families in Ohio have savings accounts and are laying away something each year.

Mellon Lauds Thrift Motive

Perhaps there is no man in the world, today, who speaks with greater authority on matters financial than Secretary of the Treasury Andrew W. Mellon. Consequently, it is of great satisfaction to those who have the thrift movement at heart to notice the ever increasing interest with which he is regarding this work. His stand on the subject is rather forcefully set forth in a recent statement which reads:

"It would be difficult to overestimate the importance of savings and sound investment. We have always known in this country how to make money. But we are learning now as a nation how to save and invest it, and the growing deposits in savings banks and building and loan associations bear reassuring testimony that the average man and woman are beginning to appreciate the necessity of saving and accumulating capital if they would get the greatest comforts of life for themselves and their families. In helping to increase the number of homes owned by those who occupy them, building and loan associations are doing a work of inestimable value for the stability of the country and the happiness of its people."

"The hope of eliminating much of our poverty, crime and wastefulness lies in our ability to teach the younger generation something constructive about the right use of money."—Lewisohn.

"No man yet was glorious who was not laborious."—Benjamin Franklin.

Money Muscles

The following "daily dozen" has been suggested by a Fort Wayne banker:

1. Beware of mining stocks; these risks are unusually great.
2. Beware of oil stocks; they are highly speculative.
3. New inventions frequently do not deserve support.
4. Buy no real estate far from home.
5. Land development schemes frequently do not "pan out."
6. Patent rights often are snares and deserve no support.
7. Beware of new manufacturing methods.
8. Beware of salesmen who insist on a "quick sale."
9. Beware of cash discounts offered as inducements.
10. Pay no heed to tips that land you on the "first floor."
11. Playing the stock market on margin is dangerous.
12. Stock in new mail order companies seldom turns out well.

New Insurance Executive Endorses Thrift

The new managing director of the National Association of Life Underwriters, R. B. Hull, who assumes this important office on September 1 will give much time and thought to future cooperation with the National Thrift Committee. This fact was made certain at a recent luncheon gathering sponsored by Graham Wells at which executives of the National Thrift Committee were assembled to meet Mr. Hull and hear something of his plans for the coming year.

After listening to a review given by Mr. Wells of the part played by underwriters last year, Mr. Hull voiced the opinion that even more extensive cooperation should feature 1928. He promised to go into plans and details very early in the Fall.

Thrift—A condition of economic management and frugality which brings about success, prosperity and good fortune. That is the goal of the National Thrift Movement.

The Daily Dozen for Dollar Disorders

FINANCIAL EXERCISES THAT LEAD TO GOOD ECONOMIC HEALTH

- 1—**EARN ALL YOU CAN HONESTLY:** Choose that vocation in which you can reasonably expect to find happiness. Prepare to achieve the greatest possible success in your line. Put your maximum energy in this opportunity to do useful work.
- 2—**PLAN YOUR SPENDING CAREFULLY:** Having acquired an honorable income, the test comes in efficiently using these resources. Good business judgment requires careful planning in advance or budgeting financial outgo.
- 3—**SPEND FOR WHAT YOU NEED WISELY:** Thrift is largely common-sense applied to spending. Enjoy the necessities and comforts of life. But be a good buyer.
- 4—**RECORD MONEY TRANSACTIONS ACCURATELY:** Check the actual spending with your estimates to know in what direction you are traveling financially.
- 5—**SAVE A PART OF YOUR PAY REGULARLY:** The American people save about \$30,000,000 a day. It has really become fashionable to be a saver.
- 6—**CONSULT YOUR BANKER FREQUENTLY:** You may be surprised to find out what an important service he renders to society and what a valuable counselor on money matters he can be to you.

7—**INVEST WHAT YOU SAVE SAFELY:** Keep your money out of that billion dollar pile that annually goes into unreliable securities.

8—**PROTECT YOUR LOVED ONES ADEQUATELY:** You owe them this evidence of your affection. Making a will and securing life insurance protection represent two good mediums.

9—**KEEP YOUR CREDIT ESTABLISHED FIRMLY:** Prompt payment of all financial obligations will give you a credit standing of inestimable value.

10—**OWN YOUR HOME SURELY:** The natural instinct that impels humans toward home ownership should not be repressed.

11—**AVOID WASTE DILIGENTLY:** It requires a careful and persistent check-up on oneself to avoid this unthrifty procedure.

12—**GIVE WHAT YOU SHOULD LIBERALLY:** Religious and welfare agencies are essential to society and deserve a share of the resources of those fortunate enough to possess a surplus.

EDITOR'S NOTE: The above daily dozen written by E. A. Hungerford is only one of the many good things contained in the new "Success and Happiness Budget Book". This is the standard budget book of the National Thrift Movement. Although greatly improved over issues of previous years, it still may be purchased for 50 cents a copy. Thirty-nine pages of forms and other useful financial information with a board cover. Good for a whole year's service. Order from your local Thrift Committee or Y. M. C. A. or directly from the National Thrift Committee, 347 Madison Avenue, New York City.

Full Particulars on the Unit Plan

— SIGN AND MAIL TODAY —

NATIONAL THRIFT COMMITTEE

347 Madison Avenue, New York City:

We accept your invitation to enroll our organization as a Participating Member in the National Thrift Movement. We understand we will receive seven monthly shipments of Thrift Material from the National Thrift Committee October to April.

Remittance of \$25.00 covering Membership and Education material will be made on receipt of bill.

Name

Address

By