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Should the French edition be preferred, notice must be sent to the International Thrift Institute.

FOR OCTOBER 31ST
INTERNATIONAL THRIFT DAY

A few months only separate us from the fourth celebration of World Thrift Day so that a brief review of all that has been done in the past celebrations and of the extent to which the celebration has spread will not come amiss because we can be guided and incited by it for the 1928 and future festivals. This review is necessarily dry and lacking in all the varied and wonderful activity of songs and music, multicoloured manifestos and ringing words, leaflets, circulars, letters, films, projections, lights, flowers and above all of useful works laden with moral and material fruit, among which there is one of inestimable value — that of uniting a great part of the members of the civilised world with a new bond, freed of all possibility of disagreement because it consists of the acknowledgement and exaltation of a virtue and a practice which are essential to the civil progress of each individual, of every nation, and of the whole of humanity.

The Second International Thrift Congress will take place in London, from the 7th till 12th October 1929

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The First International Thrift Congress (1924) expressed the hope that October 31st, the closing day of the Congress, be declared a World Thrift Day, destined, that is, in each year and in all countries, for the celebration of the progress of Thrift and of its Institutes.

This initiative was not entirely a new one, because in several countries, as for example, Spain and the United States, the necessity and glory of Thrift was already remembered each year with mani-

festations that become highly important. Specially in the United States, the celebration, held on the anniversary of the birth of Benjamin Franklin, lasted, and still lasts, for a whole week with aims no less practical than ideal.

The novelty of the Congress's decision principally consisted in having extended the celebration to all countries and in having conferred on it something of international solidarity.

The International Thrift Institute, which was also born (1925) of a decision of the First Congress, immediately got to work in order to give effect to this decision by sending out an appeal to the Savings Banks Association and to the Savings Banks in the chief countries so that this great day might be worthily and efficaciously celebrated. In fact this day was celebrated even in 1925 in several countries. During the following year 1926, the Institute, although without arrogating the faculty of pre-arranging a programme that might serve for all countries, published and spread a complex of regulations and suggestions (1) above all with the idea of keeping intact in the celebration those characteristics which were given to it by common accord of the delegates of all the Savings Banks in the World, gathered together in the First Congress.

The Institute urges that the Savings Banks impart to their manifestations the aim of general and not individual propaganda, i. e. not to the direct and immediate advantage of each separate Savings Bank.

Seeing that no day might be suitable for all countries and for all years, the Institute urges that the date of October 31st be maintained and that, if particular circumstances necessitate a different date, the displacement be of one day only.

The Institute circulates the coloured seal to be applied to documents and correspondence and once again this seal is reproduced here. Its evidence is such that even in the countries whose language is not used on the seal itself (e. g. Norway) it is employed assiduously.

The Permanent Committee governing the Institute which is composed of representatives of the Savings Banks of all countries (3 per country) has decided that each country in turn shall give a thrift hymn to all the others. For 1928 this task is to be undertaken by Italy, for 1929 it will be Belgium's task and from year to year that of other countries.

The unity of intention and of character maintained by the Institute, is affirmed through the Associations which in turn invite the Savings Banks belonging to them to take part in the celebration and direct and promote this latter and sometimes also prepare the propaganda material for all the member Savings Banks with great artistic and economical advantage.

Other concerns (i. e. State organisations) may, or ought, to assist in the celebration

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(1) See the first number of this Bulletin, year 1926, which is at the disposition (gratuitously) of all the Savings Banks or Associations who make request.

and eventually recognise it as a public holiday, as well as the Catholic and other Christian Churches, because the moral concept of thrift corresponds to the recommendations constantly made by them to the faithful.

The schools form a vast and fertile field of action and the Institute suggests that one should go to the sources, that is, to the schools where the teachers are instructed and formed because they are the persons through whom the incitement to thrift reaches the scholars.

If the work of organisation is vast, local committees might well be formed. As regards the individual means of propaganda the Institute can only recommend that costly manifestations be avoided because the public might criticise them as examples of waste, e. g., over magnificent illuminations, floral decorations, etc. of the Savings Bank Offices. Lectures should be used with prudent moderation because only too often they serve merely as an oratorical display without really persuasive efficacy. Wireless has much to recommend it, provided that the communications be brief and made, if possible, by great personalties.

Poetry, song and music do excellent service but thrift still awaits its own artistic expression which shall win over men to its cause.

The principal part in propaganda is generally reserved to the newspapers and reviews and not only with articles of an economic character but rather with novels, poetry, phrases, mottoes, short articles written by important men, incisive sentences inserted if possible in places where blank spaces are usually left in the newspapers (near the headlines, in the margins etc.). The special number is recommended and an excellent circular is still efficacious in certain localities and places which are not flooded with printed matter.

Loose leaflets are efficacious if they manage to impress immediately on the mind of the reader the idea it is desired to impart because such leaflets are kept only for a very short space of time. Care should be given to the method and place of distribution ; for example when they are thrown from airplanes the greater number get lost and dispersed thus creating the idea of waste rather than thrift. They should not be distributed in the cinemas because the interval when the lights are up is short, and the spectator's attention is fixed on the screen or on the persons around whom he did not notice before.

The wall-bills should not be too stridently expressed as this would not be compatible with the character of the Savings Banks and the celebration and they should not consist merely of words or at least the wording should be brief, particularly in central points of towns where the street traffic in great. The wallbill may sometimes, but not always, be reproduced suitably and fully in indoor displays and on post-cards.

Finally the film may offer one of the most suggestive means of propaganda; the greatest difficulty however is that

of the length. It should be either so short that it can be added or intercalated in any cinema programme or so long that it forms a whole show by itself. Films of intermediate lengths can only be used for schools.

Window transfers are little used although they would pass on their message for a long time and most efficaciously in the quiet of family life.

Prize givings generally meet with great favour but the winning of prizes should never depend on hazard because the idea of gambling does not go well at all with that of thrift.

A decrease in prices in shops may constitute a merit for Savings Institutes and an efficacious means of propaganda on the occasion of October 31st. Whatever means may be chosen, they should be timely and coordinate — they should be developed along lines previously studied in due course and in such a way that the efficacy of one means be supported by that of others.

Above all the Savings Banks are recommended to adopt on the occasion of October 31st of each year, some well thought-out improvement in the services for the public. Indeed this would seem to be the complement of all other forms of propaganda, because no form of propaganda will be efficacious unless drawn from a reality, either things or service, which fully responds to the expectations raised.

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From this very brief synthesis of what the Institute thought well to advise in the beginning and of what it advises now and regarding which the reader is referred to the above mentioned Bulletin for all explanatory details, we will pass in rapid review the results of the tests to which it has been subjected by experience in the different countries of the world.

IN EUROPE.

AUSTRIA.

In Austria, even in 1925, through the initiative of the Reichsverband Deutscher Sparkassen, the ceremony was greatly developed. Illustrated wallbills were posted up and illustrated leaflets and beautiful calendars for the new year were distributed.

The " Deutsche Sparkassen-Zeitung " was issued in a special number which contained articles on thrift, statistics, and a fine piece of poetry entitled "Thrift" by Dr. OTTOKAR KERNSTOCK, which we quote at length hereunder:

"SAVE!

" With the human forces, the human will invents and creates the most marvellous things. It may make of you the benefactor of the people, the protector of the poor and of the weak. You must never, therefore, waste the vigour of your youth in low and enervating pleasures lest, when you are on the threshold of maturity, you become effeminate and aged.

" Save your strength!

« Mightily the magic power of our language resounds like celestial thunder. It unmasks injustice, shatters falsehood and leads justice and truth to victory. Do not undervalue the sacred treasure of speech with insipid gossip and the tinkling sound of idle words.

" Save your words!

" But the most powerful king of the earth, who commands destiny, is money. It creates many things both beautiful and agreeable, it gilds the grey tints of the passing years. Lend it out at interest, so that it may drive away tormenting thoughts of the future. If you want the future

" Save your money! ".

The schoolchildren received well over 120.000 cardboard money-boxes and prizes were awarded.

Active oral propaganda was also carried out in the churches.

The radio also contributed efficaciously in the diffusion of the thrift gospel.

Numerous articles were printed in the newspapers.

In 1926, the manifestations were less developed than in 1925.

The special issue of the «Deutsche Sparkassen-Zeitung» and a comedy on thrift shown at Liezen were worthy of note.

In 1927 the «Deutsche Sparkassen-Zeitung» again printed a special number which was also noteworthy.

BELGIUM.

Through the Caisse Générale d'Epargne et Retraite, various manifestations were developed even in 1925: articles in the newspapers, conferences, school propaganda validly supported by the highest authorities (e. g. a circular of the Ministry of Public Instruction). A Savings Bank pass-book with a deposit of one franc was given to each first year scholar in the primary schools. If the scholar already possessed a pass-book, the one franc was deposited in the current pass-book.

In 1926 a competition among the schoolchildren for an essay on Thrift was added to the previous year's manifestations.

In 1927 the distribution of pass-books with one franc deposit was maintained in the schools. The teachers contributed efficaciously to the success of the Thrift Day by lessons and speeches on Thrift.

Placards were posted in the schools, they bore maxims regarding thrift (A penny saved is a penny gained).

Interesting communications were broadcast on the wireless.

CZECHOSLOVAKIA.

In 1925 the Svaz Cecoslovenskych Sporitelen developed various forms of propaganda (newspapers, conferences etc.) with great ardour.

In 1926 prize pass-books distributed to schoolchildren was added as a form of propaganda.

In 1927, the propaganda was particularly intensified. The Svaz Ceskoslovenskych Sporitelen placed at the disposal of the Savings Banks the following material among other: International Thrift Institute Seals, films with scenes regarding Thrift. It also obtained the printing of the inscription "Work and Save" on all the post for a whole week from the Czecho-slovakian Postal Authorities. The Association of the German Savings Banks obtained for the member Savings Banks placards and other propaganda material (300.000 pamphlets, 180.000 seals etc.). In several cities a marionette show "The Devil in the Savings Banks" was organised. The Governor of the National Bank, Dr. Pospisil held a conference on the radio on Thrift and another was held by the Director of the Reichenberg Saving Bank, Dr. Wenzel, also on the radio.

DENMARK.

In 1925 the "Thrift Day" was celebrated only by insertions in the newspapers calling attention to the decision of the Milan Congress and inciting people to save. One communication reads as follows:

"SAVE!

"Secure the future of your country! Secure "the future of your children! Secure your own "future! Save!

"Begin this day if you have not formerly begun! "Have you a savings bank-book then think "today what sum can be deposited. If you "have not got one, then get one at once, today.

"If your children do not possess one, then "give them one today.

"Avoid all unnecessary expense today! Put "that money in the Savings Bank. Each crown "deposited will contribute to the productive "capital, to remedying unemployment, to the "prosperity of the nation, to the economic "progress of your country, to peace and the "wealth of every inhabitant.

"Remember the savings bank-book!

SAVE!"

In 1926, the manifestation was further developed. The Committee which had been expressly appointed, organised a "Thrift Week" held from October 31st to November 6th.

During the week numerous articles were published in the newspapers, conferences and lessons on thrift were held in the schools, speeches and communications were broadcasted on the radio.

Placards inciting to thrift were displayed in public places.

In 1927 the manifestations were carried out in the same way as during the preceding year.

FINLAND.

In 1925, newspapers, leaflets, pamphlets, books and prizes for schoolchildren gave great impulse to the celebration.

The representatives of the Savings Banks were convoked in order to discuss arguments relative to thrift.

FRANCE.

In 1926 an active campaign was carried out.

Publications of articles in the newspapers, conferences to workmen and schoolchildren, cinema projections, prizes to schoolchildren, prizes for numerous families, medal for social providence for Presidents and Directors of Savings Banks.

The Sezanne Savings Bank distributed an interesting circular of which we quote some passages:

"Economy consists of not employing that that which is not absolutely necessary for our needs.

"The product of economy constitutes savings.

"One should economise on everything:

"On what one consumes, by taking only what is indispensable;

"On dress, by taking care of one's dresses;

"On tools, by keeping them constantly in a good condition;

"On amusements, by avoiding the too costly type which by reason of their costliness, leave behind them regrets or disillusions;

"On everything in general, because economy is nothing else but an expense avoided and consequently, money gained.

"All, rich and poor alike, must avoid waste. But thrift is an imperious duty for the person who does not possess wealth, each of us having to safeguard our own existence against the time when old age will disable us from work and, if possible, we must manage to pass the fruit of our thrift on to our children.

"The smallest economies, the most simple restrictions, oft repeated, finish in the formation of a large capital".

In 1927, the propaganda was continued intensely.

The meetings for the conferences on thrift were completed by vocal and instrumental concerts and recitals.

The circular of the Minister of Labour deserves to be reproduced in its entirety. It is addressed to the Directors of the Savings Banks. This is the text:

"Following on the vote passed at the International Thrift Congress at Milan, the High Commission of the Savings Banks has, at its last meeting, expressed the opinion that each year in France a Thrift Day should be instituted, and that this solemnity should be celebrated at the end of October in a manner adopted by each Savings Bank.

"It is hardly necessary to dwell on the interest that the institution of this Thrift Day presents, and on the happy results which one is justified in expecting in favour of French Thrift. These results depend, in every case, on the conditions themselves of the organisation of this Day, to which, I am sure, the Boards of Directors of the Savings Bank will devote all their zeal and activity, by putting into operation all the means of which they may dispose in order to assure success.

"It is of course understood, that the Boards of Directors have full liberty as regards the organisation of this Day and the establishment of a programme which of necessity must vary according to local circumstances.

"It is a question of celebrating and of exalting the virtue of thrift and of making its benefits known. The Boards of Directors to that end will have recourse to public conferences in the offices of the Savings Banks, in their branches, in the Municipal offices and in the schools in their territory. The widest publicity should be given to these conferences by means of the local press and the posting of wallbills. In the course of these conferences one should deal particularly and explain the organisation and working of the Savings Banks, which only too frequently are ignored by the greater part of the public, the conditions of deposits and withdrawal, the earnings, the role played by savings in France, the inestimable services which the Savings Banks have rendered during the difficult periods through which our country has passed, the social work done by them notably for the improvement of the dwellings of the workers, the accession to small holdings, and encouragement to numerous families.

"These ceremonies will be an extremely suitable occasion for the presentation of the distinctions which the administrators and agents of the Savings Banks may have earned by their zeal

and devotion to the institution and for the distribution of prize pass-books.

"The organisers of these meetings can give them a particular attraction by means of cinema projections and by radio broadcasting appeals. During the course of the meetings, propaganda sheets and leaflets on thrift may well be distributed.

"The schoolchildren ought to be associated with these ceremonies, and the Minister of Public Instruction sees that advantages only will be the outcome of this meeting of the classes from public schools and their teachers, saving that the solemnities must not be held on school days.

"As regards the date of this manifestation, my Management considers that the best thing to do will be to fix it for the last Sunday but one in the month of October, i. e. on Sunday October 23rd for the current year.

"It pleases me to think that the Boards of Directors who have given so many proofs of their attachment to the cause of Thrift, will take this celebration to heart and so will employ, on this new occasion, all their activity thus contributing, in the widest possible manner, to the success of a manifestation which ought to be fruitful in practical results.

Yours faithfully,

The Minister
ANDRÈ FALLIÈRES".

Prize competitions were in fact held in the schools for a placard and an essay on Thrift.

Prizes were distributed to war orphans, numerous families and to depositors who were pos sessors of long standing of pass-books.

Medals for social providence were distributed to those who had rendered meritorious service to the cause of thrift.

A radio conference on the object of the celebration was also broadcast and other conferences were held in all the Saving Banks.

GERMANY.

Through the "Sparkassen und Giro-Verband" an active propaganda was started in 1925.

In 1926 the manifestations were still further developed.

Articles, written by persons of note, were published on the newspapers; vast numbers of speeches; distribution of leaflets and pamphlets; wallbills posted; films shown.

The distribution of illustrated calendars was a great success. Richly illustrated prize pass-books with a prize deposit of 2 to 3 marks were distributed in the schools. On an average, two were distributed in each class. Artistic school time-tables and a reading book entitled 'Progress by your own efforts" were also given away in the schools.

At Hamburg 50.000 money-boxes were distributed and another 50.000 at Altona.

Luminous advertisements helped in the work at Hanover.

At Wilhelmshaven, the schoolchildren wrote essays on thrift. The best were awarded prizes.

At Braunschweig a little comedy on thrift was recited.

In 1927, the special number of the «Deutsche Sparkassen Zeitung» with articles, statistics and interesting illustrations, was worthy of note.

The Sparkassen und Giroverband which in this case also was a most active centre, pushing and co-ordinating the whole of the manifestations, placed a rich and varied mass of propaganda material: circulars to adults and children, games for the latter, manifests, leaflets etc. at the disposal of member Banks. We give here a characteristic leaflet:

"ON WORLD THRIFT DAY, REMEMBER

THAT ONLY WHEN YOU KNOW

that it is not enough to put aside a little money once a year and then to spend the rest of your income for the remainder ot the year,

that only when you and yours will have learned how to live simply like our ancestors and how to avoid all useful and superfluous expense,

will you possess the art, even with a modest income, not only of living with your own means, but also of putting aside savings. It is only the first steps that are difficult, later the interest will help to increase your savings and you will continue to make progress.

WHAT DOES SAVING MEAN?

You can understand it if you realise what our national economy has done during the last few years. Everywhere one talked and still talks of "rationalisation", which means economy carried out rationally, systematic administration, and thrift in its widest meaning. What can be obtained in this way? The cost of production must be reduced, the prices reduced and the sales increased. In order to obtain these improvements, economy needs money above all, it needs every mark which you can save.

YOU QUITE UNDERSTAND

that you contribute not only to your well-being and to that of your family if you take savings regularly to the Savings Bank, but that you help also, within your limits, in the continual progress of collective economy. Just as for each individual, so your well-being and your misery are connected with the development of the collective economy.

You therefore help yourself if you contribute your savings to the increase of capital, of which economy may dispose. With hardly saved pfennigs, one makes marks, a little, oft repeated, makes a lot. The money saved passes from the Savings Banks in the form of credits and mortgages to, agriculture, to trade and to small industry, generally to the middle class.

Remember that the pfennigs saved by you become the motive force for the wheels of economy.

THE FACT THAT ON "WORLD THRIFT DAY"

all the nations of the earth save should be a stimulus for you also to save regularly from now on, even if you have not done so before. Only by thrift and by work can our economy be revived. Don't think that thrift is generosity on your part, it is your duty and your interest to save.

YOU MUST SAVE!

You are offered the opportunity "
(Name of the Savings Bank)

HUNGARY.

In 1927 the propaganda was carried out principally in the schools. Newspapers, circulars, placards, leaflets and the radio all helped.

ITALY.

In 1925, an active campaign was immediately commenced. Articles on the newspapers and reviews, distribution of pamphlets, leaflets, postcards, blotters, wallbills posted, circulars to teachers, leaflets to workpeople, prizes to infants born on the 31st October, radio.

In 1926, the initiatives were still further developed. To the forms of propaganda mentioned we may add: prize competition among scholars, prize pass-books, donations to charities, exposition of the National Flag and illumination of the Offices of the Savings Banks, conferences held by persons of note, opening of the deposit cash desks at the Savings Banks during special hours, inauguration of houses built with the help of the Savings Banks, scholars pass-books with special conditions, prizes to depositors, issue of a special number entitled " Save ".

In 1927, a film was shown in Milan on Thrift and songs, specially written for the occasion were sung, interesting material was distributed, pamphlets showing the activity of the Savings Banks, blotters with portraits of the King, the Pope, Mussolini, of Ministers and bearing interesting maxims on Thrift.

A well written message was sent out to the children by the Savings Bank of Vigevano. We quote it here in its entirety:

" *World Thrift Day* "

October 31st 1927.

" *Dear little boy,*

" The Vigevano Savings Bank has been told " by your Master that you are a good, diligent " boy and therefore wishes to reward you with " the present of a savings bank pass-book bearing " your name.

" The reward you have received to-day — " World Thrift Day " — should set you thinking " about a virtue which perhaps is not yet quite " familiar to you. This is the *Virtue of Thrift* " which should be specially cultivated, not only " by grown-ups who work and earn, but also by " children who receive pocket-money from their " parents.

" Just remember that school building, railways, " great workshops, important factories, night " hostels, and hospitals can only be built and " only be carried on if people save and make " wise use of the fruit of their savings and economy.

" But in order to reap all the benefits that " thrift affords you must begin to practise it " right from childhood with diligence and perse- " verance and you who are a bright boy will " certainly have started already to save and put " aside a portion of your pocketmoney in your " little savings box.

" The savings bank pass-book you now pos- " sess should supplement your savings box. As " soon as you have got together a few Lire — " perhaps by foregoing some amusement, cinema " show or a few sweets — deposit the money " thus saved in your pass-book. After a while " you will find that your savings will grow and

" if you go on being thrifty the time will come " when you will have amassed without effort " quite a little capital all your own.

" Keep this advice in mind and come often to " the Savings Bank to deposit your savings even " though they be but a Lire or two. It isn't " the amount of your savings that matters but " perseverance in the habit of thrift. The Sa- " vings Bank will welcome you always as a dear " friend because its sole desire is to have you " grow up a wise, thrifty and honest man ".

LATVIA.

In 1926, an efficacious contribution was given to the movement by circulars, articles in the newspapers, leaflets, wall posters, radio broadcasting, propaganda in the churches.

In 1927, the propaganda was carried out almost exclusively in the schools.

NORWAY.

Thrift Day was celebrated in 1926 and 1927.

The Central Association of the Norwegian Savings Bank organised an efficacious propaganda in the schools and among the public by means of newpapers with articles written by eminent persons, as for example, the Prime Minister, the Minister of Finance, Directors of the big Savings Banks, teachers, etc.

The official organ of the Association was issued in the form of a special number for the anniversary. Placards, leaflets, pamphlets, circulars etc. were distributed and posted up. In the workshops were also distributed pay envelopes for the workmen, on which were printed mottoes in praise of thrift. On the evening of the 31st October, Mr. Odegaard, Director of the Elverum Savings Bank and President of the Central Association, broadcasted on the radio a conference on thrift. All the Savings Banks and the school Banks were interested in the celebration and a still far greater interest is to be expected for next October 31st.

POLAND.

The celebration was actively initiated in 1926 but in 1927 a complete programme of manifestation was developed through the Association of the local Savings Banks.

Having obtained the consent of the civil and religious authorities, the Association prepared manifestos, proclamations, pamphlets and all the material necessary for the Savings Banks to develop the proposed programme.

Each Institution then prepared local ceremonies on the following lines: propaganda in the churches, schools, distribution of leaflets, posting of wallbills, advertisements in the newspapers, propaganda through the radio.

The propaganda was also developed among the soldiers by distributing notices and giving conferences to them.

The Co-operatives also participated actively by developing an intense propaganda among their members.

RUSSIA.

In 1925 the Russian review of Thrift published articles on Thrift; in later years, given the vastity of the territory and the necessity of obtaining the coincidence of the celebration of the 31st with the the harvest period during which the peasants have much money - a period which is not identical in all parts of the Republic - the celebration was extended for the whole of the period from the middle of October to the middle of November but with the intention of accentuating the real date of the celebration — October 31st.

SPAIN.

Thrift Day was recognised by the Government as a National Holiday. In 1925 all the Spanish Savings Bank took an active part in the manifestations. Meetings of the delegates of the Savings Banks, conferences, diffusion of pamphlets, articles on the newspapers, publication of a special pamphlet entitled " Thrift Day ". Numerous prizes, intended not only to reward the depositors alone, but also those persons who by their civic virtues rendered themselves worthy of the public gratitude, were awarded, thus exalting their value, bounty and activity through thrift. Prizes were distributed to:

soldiers decorated with medals,

depositors,

the workman who had been for the longest period of time with the same firm,

the clerk who had been longest in the employ of one firm,

servant who had been longest in the service of one family,

scholars,

depositors who had not effected withdrawals for a given length of time,

scholars, who although not rich, showed the greatest assiduity in saving,

the aged poor,

those born on October 31st.,

the oldest depositors,

depositors who opened their account on October 31st.,

workmen who make weekly deposits,

long-married couples,

the most numerous families,

Life pensions were assigned and diplomas distributed to depositors who had shown themselves to be most persevering in saving, pledges were withdrawn free of charge.

Teachers and Directors of Charitable Institutions received prizes. The celebration of Thrift Day also formed the occasion to lay the foundation-stone of the houses of the economical type.

Competitions were proclaimed for designs, maxims, memoirs, comedies, dialogues.

Luminous signs were also exploited.

In 1926, the propaganda was most actively continued by repeating and perfectly the manifestations of the previous year. On the occasion of the celebration of Thrift Day, the provincial Savings Bank of Guipuzcoa published the first number of a new review " Realidad ".

In 1927, other forms of manifestation were added:

new services, prize pass-books to workpeople, competitions for depositors, prizes to the 1926 prize-winning scholars who increased their deposits during the year, to the female servants who had effected the greatest number of deposits during the year, to the best essays written by scholars, to depositors who were in the Army in Africa, to the poor; the Savings Bank of Guipuzcoa instituted a special section of workers' Savings Bank in the factories. Numerous ceremonies with speeches and the singing of songs on thrift were held.

SWEDEN.

In 1925 an active propaganda was carried out and this was improved in 1926.

In 1927, the manifestations were intensified. Illustrated placards, school lessons, distribution of small journals to the scholars, essays in the schools with prizes for the best, distribution of pamphlets and printed matter to workmen, radio broadcasting, formed the complex of the manifestations developed.

SWITZERLAND.

In 1925 various forms of propaganda were developed through the Geneva Savings Banks. During the following years the manifestations were intensified.

Illustrated post cards were distributed as well as pass-books (with an initial deposit of 3 francs) to scholars. A prize of 2 francs was given to scholars who effected deposits on the same Thrift Day. A film entitled " First steps to the Savings Bank " was shown to scholars who afterwards had to write an essay on the subject of the film.

YUGOSLAVIA.

The World Thrift Day was celebrated with expositions, conferences, and an active propaganda for Thrift among all the social classes and the young schoolchildren.

IN AMERICA.

THE ARGENTINE.

The National Savings Bank in 1927 developed an interesting programme which was, both in the preparation and in the execution, particularly well prepared.

In September an intense propaganda was started on the newspapers with circulars to School Managers, commercial houses and the Army, thus paving the way for *Thrift Week*.

During Thrift Week (October 24-31) the press each day published articles and also some illustrated ones. In the schools many ceremonies were held with shows and the singing of songs.

One day of the week was dedicated to the celebration of Thrift with lessons and speeches.

Business men conceded a reduction of 5% on the prices of their goods.

The Seal, created by the Institute, was widely diffused — not only as a stamp to be applied to letters but also printed on business propaganda leaflets, envelopes and post-cards.

On October 31st a great lottery was drawn —

the tickets were distributed gratis to persons making deposits.

On that day the number of ceremonies was vast. They were held with great enthusiasm and closed the week like an apotheosis of thrift.

Prize pass-books were given to those born on October 31st. A competition was held among the schoolchildren for an essay on thrift and was announced by a magnificent placard.

A small play was recited and an exquisite "Hymn to thrift" was written and set to music.

IN AUSTRALIA.

Through the particular merit of the Government Savings Bank of New South Wales of Sydney in co-operation with the Commonwealth Bank also of Sydney, even in 1926 it was possible to hold special manifestations in time. Comunications in the newspapers, conferences in the schools, distribution of pamphlets illustrating thrift, and radio broadcasting combined to form the whole picture of the various forms of propaganda adopted.

The movement of 1927 was much more important.

The press took part with great interest in editorial articles and insertions; through the radio a real course of lectures were broadcasted entitled "World Thrift Day", "World Thrift Day and various aspects of Thrift",

"World Thrift Day and the history of the Savings Banks"

"World Thrift Day and thrift"

"World Thrift Day and the saving of money"

An active propaganda was developed in the schools. The Clergy and the numerous associations gave their efficacious help; the latter published interesting articles in their reviews. We reproduce some of the insertions with particular satisfaction, these being clear evidence that our Australian friends, though so far separated in space, try to keep close to us in mind and heart and in their splendid battle for the common cause:

October 31*st.* 1927.

Should
CHRISTIANS
be
THRIFTY?

YES.

BECAUSE:

Thrift means the Best Use of Time, Money, Materials, and Opportunities.

Thrift develops character — sound judgment, prudence, independence, stability.

Thrift is the enemy of Drink Gambling, and other forms of Dissipation.

Thrift enables us to contribute more generously to church and charity funds.

Thrift means contentment. It kills worry, and liberates the spirit for finer thinking and nobler action.

Thrift was taught as a principle by our Lord. Thrift says: "Don't waste — use what you've got". This is the message of the Parable of the Talents.

Christians – Be in the Vanguard of the Great Thrift Army!

LIVE the THRIFT IDEAL!

MAKE EVERY DAY THRIFT DAY

October 31*st.* 1927.

International Peace

depends upon

International Prosperity.

International Prosperity

depends upon

National Prosperity.

National Prosperity

depends upon

Individual Prosperity.

THE INDIVIDUAL IS *YOU*!

DON'T WASTE TIME
MATERIALS
MONEY
OPPORTUNITIES

WORK FOR PEACE — BE THRIFTY

MAKE EVERY DAY THRIFT DAY.

From the "SUNDAY NEWS (Sydney) 30/10/27

A REMINDER OF—

WORLD THRIFT DAY

31st OCTOBER, 1927

(The Third Year of Celebration)

The INTERNATIONAL THRIFT INSTITUTE, MILAN, ITALY, which is an Association of Savings Banks throughout the World, has fixed the 31st OCTOBER in each year as—

WORLD THRIFT DAY

World Thrift Day is the outcome of the first International Thrift Conference held in Milan, Italy, in 1924, which assembled at the invitation of the President of the Lombardy Savings Bank to commemorate the centenary of that Institution. As a result of that Conference, an International Thrift Institute was formed to study and co-ordinate the activities of Savings Banks throughout the World, to suggest new methods of propaganda for the purpose of encouraging THRIFT and otherwise to spread the gospel of THRIFT without regard to the boundaries of race or country.

THE INTERNATIONAL THRIFT INSTITUTE, in furtherance of its purposes, selected OCTOBER 31st in each year to be observed as WORLD THRIFT DAY, and during this week in most countries of the World where Savings Banks are in operation publicity in some form or other is being given to the significance of that day.

WHAT IS THRIFT?

THRIFT means the Best Use of Time, Money, Materials and Opportunities.

THRIFT develops character — sound judgment, prudence, and independence.

THRIFT leads to contentment.

THRIFT says: "Don't waste — use carefully."

LIVE THE THRIFT IDEAL!

MAKE EVERY DAY THRIFT DAY

" I've set before thee; henceforth feed thyself"

DANTE

It might be truly said that here instead of a banquet, a collection of menus has been offered : menus in which many excellent and substantial dishes are not shown, moreover the space at disposal and typographical exigencies do not permit one to extend the list. However, it may be added that the Institute is always ready to give explanations and to collaborate within the limits of its means. But the concord which reigns between the Institute and all the national Associations as well as directly, in those cases where the Associations do not exist, between it and the vast numbers of Savings Banks, is so intimate and certain that it gives one confidence that the common idea will everywhere be adequately interpreted and that the celebration will win, from year to year, fresh territory and become more important, although maintaining the original characteristics at the same time.

Three observations however may be helpful.

I. – It seems to me that the contents of this propaganda are rather unilateral. Too often thrift is represented as mere self-denial and sacrifice; the abnegation which thrift involves is over-emphasized and too little stress is laid on all that is dynamic and progressive in the idea of thrift, which can and must stimulate more intense and intelligent work, greater production and larger earnings. This would reconcile ever more abundant saving on the part of individuals and of peoples, with an ever higher tenor of life both material and intellectual.

II. – The propaganda is devoted almost exclusively to young people. It is right that the greatest importance be given to the propaganda among the young : it responds to that character of foresight which is at the basis of all thrift, because the young people of today are the men of tomorrow, the habits which are formed today develop with time, all educative work is devoted to the young and through the young people one can reach in a most efficacious way (by the words they repeat and the examples they set) the adults.

But it is also necessary to speak to the adults directly, no matter to what social class they belong, it is necessary to put before them insistently, with greater firmness and wealth of argument, the necessity and the duty of thrift. This also because they must not come to consider it as a conventionality which should, like many others, accompany the young in the first years of life and then be abandoned, with a smile of complacent disdain, as if it were a dress which was worn when they were young.

III. – Finally, it would seem, after examination of many of the manifestations, that the international character is not accentuated at all or else it is not sufficiently brought out. Perhaps not everywhere is the importance of thrift, which formerly was recognised only for the individual and then has

been recognised also for every nation, recognised for the relations between these latter and for all humanity.

Perhaps the fear of contact with political currents makes one draw back from internationality, as if it were internationalism, whereas it would be so easy and excellent and right to compose in harmonic unity, — in the exaltation of thrift — the individual, the nation and humanity.

I believe that by rectifying the predominant character of the celebration of the 31st October along these three general directive lines, agreeably with local conditions, the celebration will acquire a still deeper meaning and still greater force of attraction, provided that, in the execution, the dictates of publicity technique be remembered as well as the vote of the first international thrift congress (as an instructional concept) which should never be forgotten:

" that as a synthetic affirmation of
" this ideal and purpose in common, as
" a special occasion for propaganda, and
" as a record of the first world meet-
" ing of the Savings Institutes in Milan,
" the 31st October
" the closure day of the Congress shall,
" wherever praticable, be declared

" *THRIFT DAY.*

" Not a day of rest but of work and
" conduct inspired by the ideal of
" *Thrift* with the view to propagating
" its principles by example, by word
" and by pictorial demostration.

" In those countries where they have
" already wisely devoted one or more
" days of the year to the practice and
" propaganda of saving, the 31st Oc-
" tober will be specially devoted to the
" consideration of thrift from an Inter-
" national standpoint ".

Within a year's time the Second Congress will mark the progress which the world's Savings Banks have made together along this road.

* * *

The above three observations are suggested by attentive examination of the whole of the vast material and the informations received from wide-awake collaborators in all countries who have sent us precious reports on the national manifestations, among whom we wish to mention and to thank all the individual supporters and institutions listed below begging to be excused if, by error, we have not included all in this list.

ARGENTINA.

Alvaro Acosta, Chief of Propaganda and Publicity of the National Postal Savings Bank, Buenos Aires.

AUSTRALIA.

A. W. Turner, Secretary of the Government Savings Bank of New South Wales, Sydney.
The Advertising Manager of the Commonwealth Bank, Savings Department, Sydney.

AUSTRIA.

Dr. Walther Schmidt, First Austrian Savings Bank, Vienna.

BELGIUM.

Emile Deroover, General Director of the Caisse Générale d'Epargne et de Retraite, Brussels.

CZECHOSLOVAKIA.

Dr. Guillaume Pospisil, ex-President of the Ceskoslovenskych Sporitelen, Prague.
Fr. Vrtilek, Director of the Prvni Kontribucenska Sporitelna ve Vyskove.
Dr. Otakar Cmunt, Vice-President of the Svaz Ceskoslovenskych Sporitelen, Prague.

DENMARK.

Justitsraad Johs. Schiodt, President of the Faellesrepraesentationen for de Danske Sparekasser, Vejle.

FINLAND.

The Secretary of the League of Finnish Savings Banks, Helsinki.

FRANCE.

Paul Rozey, President of the Conference of the Savings Banks of the East and North, Rheims.
Gaston Caillois, Secretary of the Conference of the Saving Banks of the East and North.
Pierre Rousseau, President of the Board of Directors of the Sezanne Savings Bank.
Guiraud, President of the Montpellier Savings Bank.
Fernand Petit, Secretary of the Cherbourg Saving Bank.
Armand Richard, Administrator of the Orléans Savings Bank.
Alexis Tézé, General Agent for the Mamers Savings Bank.
Sieber, General Secretary of the Conference of Alsace and Lorraine, Strasbourg.

GERMANY

Federation of German Savings Banks and Transfer Clearing House, Thrift Section, Berlin.
Jacob Cremer, Executive Director of the Federation of German Savings and Transfer Clearing House, Berlin.
Dr. Fritz Hetzer, President of the Federation of the Deutschen Freien und Oesterreichischen Vereinssparkassen E. V., Frankfurt-on-Main.
Prescher, President of the Silesian Savings Banks' Federation, Breslau.
Max Bestmann, Director of the Altonaisches Unterstützungs — Institut, Altona.

HUNGARY.

Dr. Friedrich Görög, Secretary of the Federation of Savings Banks and Banks, Budapest.

ITALY.

Dr. Rag. Cav. Germano Violi, Secretary of the Association of Italian Savings Banks, Rome.
Count Dr. Luigi Marcatili, President of the Ascoli Piceno Savings Bank.
The Vice-President of the Ascoli Piceno Savings Bank.
Count Cav. Filippo de Bosdari, Secretary-Advisor of the Bologna Savings Bank.
The Managing Director of the Bologna Savings Bank.
The Managing Vice-Director of the Bologna Savings Bank.
The Secretarial Staff of the Cosenza Savings Bank.
Eng. Alessandro Bianco, Director of the Ivrea Savings Bank.
Rag. Pietro Guaraldi, Director of the Lugo Savings Bank.
Dr. Rag. Comm. Rodolfo Sola, Director of the Modena Savings Bank.
Marquis Avv. Francesco Eroli, President of the Narni Savings Bank.
Comm. Rag. Romano Magrini, General Director of the Padua Savings Bank.
Gr. Off. Dr. Giovanni Misco, General Director of the Vittorio Emanuele Saving Bank of the Sicilian Provinces, Palermo.
Archdeacon Don Angelo Orfei, President of the Pergola Savings Bank.
Francesco Bartolazzi of the Pescia Savings Bank.
Gr. Off. Avv. Edmondo Valdiserra, Director of the Lombard Provinces Savings Bank, Milan.
Rag. Cav. Giulio Cortiglioni, Director of the Rieti Savings Bank.
Comm. Eng. Arturo Ziffer, President of the Triestine Savings Bank, Trieste.
Rag. Giuseppe Savino, Director of the Vigevano Savings Bank.
Rag. Cav. Corrado Agnini, Director of the Vignola Savings Bank.

LATVIA.

P. Lapins, Oberinstruktor.

NORWAY.

Aage Petersen, Secretary of the Centralforeningen for Norges Sparebanker, Oslo.

POLAND.

Emil Schmidt, Doctor in Law, ex-President of the Post-Office Savings Bank, Warsaw.

P. Geidans, Executive Director of the Latvijas Tautas Banka, Riga.

Dr. Boleslas Mrozowski, Managing Secretary of the Bureau of the Congresses of the Polish Thrift Institutions, Warsaw.

RUSSIA.

S. Goldberg, General Director of the Workers Savings Banks of the State of Soviet Republics, Moscow.

SPAIN.

H. E. Milans del Bosch, Prefect of Barcelona.

Don Carlos Caamaño, National Debt Commissioner, Madrid.

Don Enrique de Camps y de Gibert, Superintendent of Archives, Municipal Savings and Pawn Institute, Barcelona.

Don José Franquet y Dara, Baron de Purroy, First Vice-President of the Barcelona Savings and Pawn Institute.

Don Luis Ferrer Vidal y Soler, President of the Old Age Pensions and Thrift Institute, Barcelona.

Don Francisco Moragas y Barret, Managing Director of Old Age Pensions and Thrift Institute, Barcelona.

Senator Don Carlos Prast y Rodriguez de Llano, Trustee of the Savings and Pawn Institute of Madrid.

Don Eliseo Migoya y Torre, Director of the Municipal Savings Bank of Bilbao and President of the Spanish Confederation of Public Savings Banks, Bilbao.

Don José Segurola y Labaca, Director of the Guipuzcoa Provincial Savings Bank, San Sebastian.

Don Bonifacio de Furundarena, Director of the Municipal Savings and Pawn Institute, San Sebastian.

Don Ricardo Iranzo Paracuellos, Managing Director of the Zaragoza Savings and Pawn Institute.

SWEDEN.

Editor of the Svensk Sparbankstidskrift, Stockholm.

Victor Schneider, President of the Svenska Sparbanksöreningen.

Hjalmar Fredelius, Secretary of the Svenska Sparbanksöreningen, Stockholm.

SWITZERLAND.

Lucien Desert, Director of the Canton of Geneva Savings Bank.

YUGOSLAVIA.

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ARGENTINA

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AUSTRALIA.

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AUSTRIA.

Federation of German Savings Banks in Austria, Vienna.

Liezen District Savings Bank, Liezen (Steiermark).

BELGIUM.

Caisse Générale d'Epargne et de Retraite, Brussels.

DENMARK.

Faellesrepraesentationen for de Danske Sparekasser, Vejle.

FRANCE.

Lunéville Savings Bank.

Montpellier Savings Bank.

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Paris, Bank of the French Co-operative Societies.
Rheims Savings Bank.
Sézanne Savings Bank.

GERMANY.

Federation of German Savings Banks and Transfer-clearing House, Berlin.
Silesian Savings Banks' Federation, Breslau, Silesia.
Altonaisches Unterstützungs-Institut, Altona.

HUNGARY.

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ITALY.

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Savings Bank of the Lombard Provinces, Milan.
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Bologna Savings Bank.
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Lugo Savings Bank.
Modena Savings Bank.
Pergola Savings Bank.
Piacenza Savings Bank.
Vigevano Saving Bank.

NORWAY.

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SPAIN.

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Old Age Pensions and Saving Bank, Barcelona.
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Manresa Savings Bank.
Matarò Savings Bank.
Las Baleares Savings Bank, Palma de Mallorca.
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Municipal Savings Bank of Vigo.
Vitoria City Savings Bank.
Aragon Social Providence Bank, Zaragoza.

SWITZERLAND.

Canton of Geneva Savings Bank.

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