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Proposed Thrift Campaign^{*}

Provision of War Credits for Great Britain—Inculcation of High Ideals Into the Minds of the Young—Introduction of School Savings Banks—Promotion of Economic Preparedness—Elimination of Waste and Extravagance.

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IT is a well-recognized fact amongst publicity men who have had experience in thrift campaigns on this continent that effective campaigns cannot be accomplished by fits and starts, by spasmodic newspaper articles or occasional advertising. Interest and enthusiasm must be aroused, and when aroused must be maintained for an appreciable period to allow time for the habit of saving to be thoroughly inculcated into the minds of the people. In the campaign which I have in mind there would be no overlapping of the territory covered by the Food Controller and the educational campaign being carried on by him. There would be well-written articles of an interesting and instructive nature in the press, discussion of ways and means, and exchange of ideas. There would be inspiring meetings held during the noon hour for factory employees, for children in the schools and for adults generally in the public halls. Thrift clubs and associations would be formed with the object of buying war savings certificates. To put it concisely, thrift must be made the general topic of conversation. The probable results of such a campaign would chiefly be as follow:—

- (1) The provision of war credits for Great Britain, which is the primary object.
- (2) The inculcation of high ideals into the minds of the young, as the future of the nation is in their hands.
- (3) The introduction into the schools of a department of instruction now sadly neglected.
- (4) The introduction of school savings banks to a wider extent.
- (5) The attainment by the people of a better grasp of the principles of safe investments in government funds.
- (6) The promotion of a greater degree of economic preparedness. Work is now plentiful, and wages high. This condition will not continue as a period of depression will immediately follow the war.
- (7) The elimination, to a great extent, of waste and extravagance.

The proposition, if carried into effect, will result in the establishment of local thrift associations in all cities, towns and counties throughout the Dominion—a Dominion-wide thrift campaign. Every citizen will have the suggestion of thrift before him constantly for the period of six

months. For the sake of illustration I submit the following:—

A person comes to breakfast in the morning and finds in the paper a quarter-page article suggesting his need of thrift. He turns to another page and reads a story telling of successes made by heads of families who have saved.

He takes the street car and finds a message for him in the advertising space. He goes into his office or factory and finds illustrated cards constantly before him during the day, emphasizing the advantages of saving.

On pay day, the wage earner finds in his envelope an interesting thumb-nail folder pointing out to him a new manner in which he should save.

He goes home and his child shows him one of the thrift booklets which he has been handed at school, and a discussion on the habit of thrift ensues around the family table. He finds advertisements in the evening paper, reminding him of modes to save as well as of ways to spend. After dinner, he may decide to go to the "movies" where between each reel is flashed on the screen another reminder of the thrift campaign.

The housewife, when she goes shopping, buys a thrift booklet at the bookstore, sees cards in the windows, and perhaps after her child comes home from school, she assists him in a prize contest for an essay on "Thrift."

Finally, at the height of the campaign, when everybody is interested, Thrift Sunday is declared and every clergyman in the city adds his influence by utterances from the pulpit reminding the public of the close relation existing between religion and thrift.

The outline of the plan is as follows:—

The city of Toronto is to appoint a commissioner to assume entire control of the campaign in Toronto. He is to confer from time to time with what would be known as the central committee, composed of three prominent citizens and a leading publicity agent. The city to be divided into wards—each ward, if possible, to have a committee appointed by the Board of Trade, to keep in close touch with the commissioner. The committee should comprise a banker, newspaperman, clergyman, merchant, lawyer, manufacturer, chartered accountant, university professor, physician, and trades unionist, with power to add to their number men in other walks of life. This ward committee will choose their own chairman, organize

^{*}Comment upon this article appears in our editorial columns on page 9.