

THE HISTORY OF Thrift Week



Tied to Ben Franklin's birthday, Jan. 17, since he was America's foremost proponent of Thrift, the wise use of economic resources

First celebrated in 1916 at the urging of the YMCA and other civic groups



Became very popular in the 1920s when Calvin Coolidge was president

Remained popular through WWII as Americans pulled together at home to help our war effort abroad



Began to fizzle out in the 1960s as Americans increasingly embraced ideas like "instant gratification" and "buy now, pay later"

The Thrift Ethic

EARN All You Can
SAVE All You Can
GIVE All You Can

"Thrift Helps Everyone Thrive"



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Is being revived in our day as Americans are rediscovering an old way to promote new thriving