

W. S. S. Campaign.

The government is continuing the sale of thrift and savings stamps this year but the methods of sale and organization are quite a little different from last year. Each of the Federal Reserve Banks conducts the sale within its own district. The program includes no allotments' or "drives." On the contrary it contemplates a steady, persistent campaign by publicity in many forms and leaves it as a matter of conscience so far as each individual is concerned as to what constitutes his private as well as public interest and duty. |

Government has a three-fold object in this work; to inculcate habits of industry, thrift and economy by inducing each one to conserve the fruits of his labor; to promote an Americanization campaign; to distribute widely among all its own citizens the ownership of its own securities.

The desirability of these is self-evident. The American people showed what they could do under the pressure of war. The war is won but its lessons ought not be lost. Prior to the war we owed Europe a sum near seven billion dollars. We have paid that all now and Europe owes us something like twice that amount or more. By the time she has rehabilitated and working on full capacity on the peace basis he will be owing us still more. Formerly when we needed money we went to Europe and borrowed it. We cannot go there any more. We must rely on ourselves not only for our own needs, but for much of Europe's for some time to come. She is looking to us for help. It is going to take large sums to do this and carry on our own government projects. It must be understood that the money is not given to Europe. It is loaned and will be repaid with just interest. Aside from the Christian humanitarian aspects of the matter it is vital to our own selfish interest that Europe, and the world as well, get back to the pursuits of peace as soon as possible that the products of our farms and manufacturies may have a steady and safe market. It is better that this be financed by the peoples savings, in fact very much of it will have to be done so if done at all. We must eliminate waste, save systematically and invest wisely. The government is certain that it offers all this in its savings stamps and the present movement is to convince ALL the people that it is right and asks them to become constant purchasers.

It is believed that the benefits to be derived personally will be the inducing of every citizen to save all he can and thereby realize a competency for sickness and old age; to establish the credit and financial stability of each individual citizen and bring in concrete form a realization of his identity with and partnership in the government of our country.