Calvin Coolidge Says:

NORTHAMPTON, Mass., Jan. 17.—The third week of January has been designated as a time for considering the advantages of thrift, perhaps in part because it follows the birthday of Benjamin Franklin.

Thrift does not mean parsimony. It is not to be in any way identified with the miser. The thrifty person is one who does the best that is possible to provide for suitable discharge of the future duties of life. In its essence it is self-control. Industry and judgment are required to achieve it. Contentment and economic freedom are its fruits.

Most frequently we identify the thought of thrift with various institutions that have been provided to make it effective. We associate savings banks and insurance companies prominently among its agencies. But the main principle is saving today something that will be useful tomorrow. The whole theory of conservation is included. Money is only an incident.

Just at present we need to apply the principle to saving and increasing the strength of our governmental and social structure as well as our economic fabric. We must not squander these precious possessions. And, above all, a wise thrift now calls for the expenditure of money to save people.

CALVIN COOLIDGE

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NORTHAMPTON, Mass., Jan. 19.—It would be difficult to recall when the American Red Cross has appealed to the people in vain for money. The request is now made for $10,000,000.

While that is a large sum, it is less than the daily cost of the national government. No one can doubt the ability of the country easily to meet this requirement.

The emergency is acute and urgent. The large centers of population are able to care for their needy and generally are doing it. The great stretches of open country where drought has been superimposed upon bad business conditions are unable to relieve the most intense suffering without outside assistance. Many people in those areas are on the border of starvation. They are face to face with famine.

Such an unusual condition in our domestic experience makes it extremely difficult for our people to realize it. But the suffering does exist. It must be relieved. No more compelling demand has been presented to private charity since the war. The situation is such that it is not too much to say that our whole social organization is on trial. A comparatively small expenditure made now will avert a possible future calamity.

CALVIN COOLIDGE