

SCHOOL CHILDREN TO HAVE SAVINGSTARGET

Seventh Federal Reserve District Issues New Plans To Schools of Middle West

School children of the Seventh Federal Reserve district are going to have a definite target to shoot at this school year in the matter of thrift and systematic saving. The 4,000,000 pupils in the 125,000 school rooms of the five states comprising the district, Illinois, Indiana, Iowa, Michigan and Wisconsin, will individually be asked to save enough before the last day of school to purchase two Government Savings stamps of maturity value of \$5 each. The average school year in the district is about eight months, and on the basis of a "unanimous" showing, the pupils would save approximately \$32,000,000.

"School authorities all over the district," said W. B. Bosworth, Government Savings Director of Sales for the Seventh District, "fully appreciate the importance of inculcating the spirit of thrift and systematic saving in the school children, and they are enthusiastic in their efforts to aid the general movement.

Follow Own Plan

"While the individual 'quota' for the entire district will be two Government Savings stamps for the year, the school authorities will follow their own plans of bringing about the big results. We are hoping that each pupil will average one Thrift stamp of twenty-five cent value a week, and we are hoping that the children will save largely through their own earning. Of course, many parents will provide the money with which to buy the stamps, but we believe that the children themselves will have the lesson brought home to them more impressively if they are permitted to earn the money through doing chores, running errands, raking up the fallen leaves, shoveling snow, and the like. Every 'kiddie' feels a bit prouder of his money if it represents the result of work, and every boy or girl can find a way to earn the price of a stamp.

"The matter of actual saving of money will be supplemented throughout the district by thrift lessons, attractive, impressive, easy-to-learn lessons. Last year the children of the district invested approximately \$5,000,000 in Thrift stamps and Government Savings stamps, but the pupils had no definite target to shoot at. They indulged more or less in the hit-or-miss system, saving their pennies and nickels irregularly. With the 'quota' system, we believe that the children not only will give a new value to the cent, but will be less inclined to 'get rid of' their nickels and dimes.

"Last year the thought that 'the

war... is over' prevailed strongly in many parts of the district, and the superintendents, principals and teachers did not stress the importance of continued thrift and saving. Almost without exception the school authorities now are heart and soul with the savings movement, realizing that saving even in small amounts is essential to community and national welfare."

CONSOLIDATED SCHOOLS

As the farmers become more prosperous they are less satisfied with the old fashioned district school. The movement to consolidate country schools in modern central buildings is making rapid progress.

It took the state of Iowa 17 years to get its first 17 consolidated schools.

Then in the next six years it got 300 more of them.

While a lot of money is saved by getting rid of the upkeep of a lot of little buildings, still consolidated schools are likely to cost more money. The transportation cost of a big sum.

Yet progressive states are helping out such schools by liberal grants of money. In Minnesota, for instance, a good consolidated school will usually draw from \$4,000 to \$5,000.

People will not live in the country and raise food, unless they have good schools.

A lot of people who leave their front doors and windows carelessly unfastened, are very particular to see that the cellar is locked up tight.

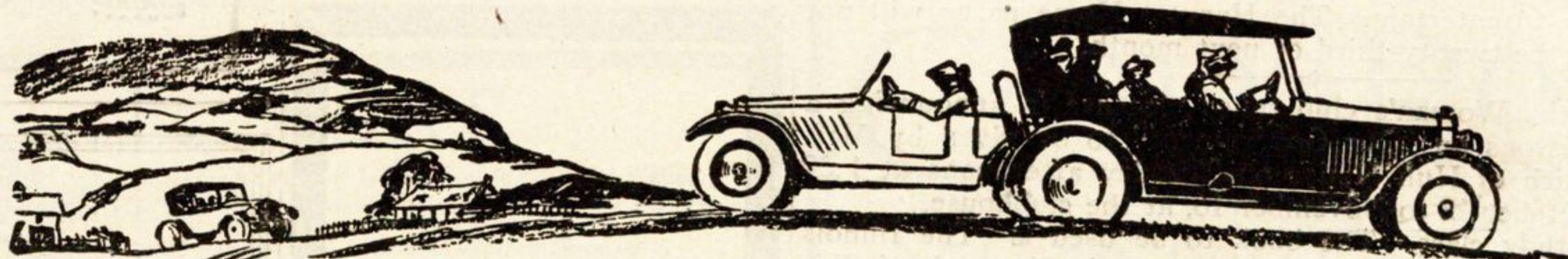
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II

To hear some tire dealers talk you might think that nobody knew anything about tires except the fellow from Broadway.

That's not the basis we go on.

We give every man credit for knowing *what he is spending his money on*, whether he drives up here in his small car from ten miles out in the country or is passing through from the capital in his limousine.

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That's one thing we like about U. S. Tires.

They make no distinction between the *small car owner* and the owner of the *biggest car in the country*.

It's all the same to them. So long as a man owns an automobile — large or small — he's entitled to the *very best tire* they can give him.

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IV

We have given a lot of thought to this tire proposition. There is some advantage in being the representatives of the oldest and largest rubber concern in the world.

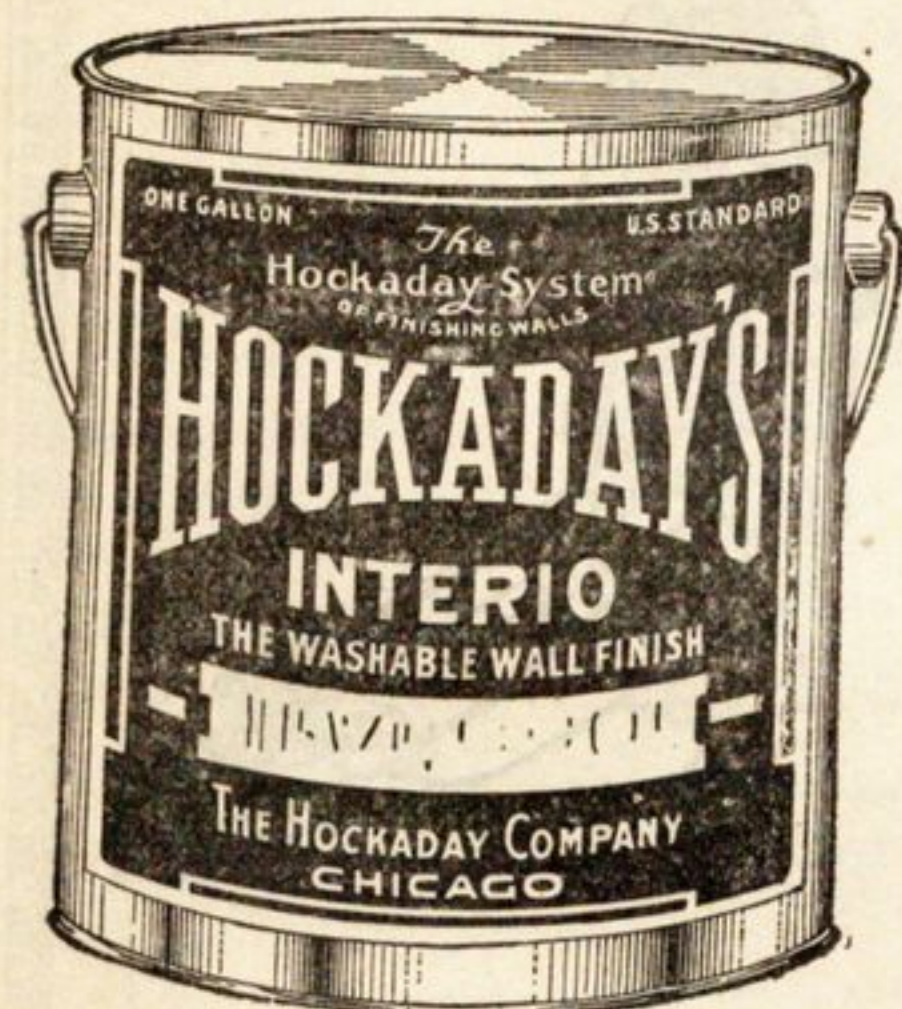
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