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Thrift: A Cyclopedia

David Blankenhorn

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In today's consumer-driven society, extolling the virtues of thrift might seem like a quaint relic of a bygone era. Americans have embraced the ideas of easy credit, instant gratification, and spending as a tool to combat everything from recessions to the effects of natural disasters and terrorist attacks. In David Blankenhorn's new compendium, *Thrift: A Cyclopedia*, he reminds readers of a time when thrift was one of America's most cherished cultural values.

Gathering hundreds of quotes, sayings, proverbs, and photographs of Blankenhorn's vast personal collection of thrift memorabilia, this handsome book is a treasure trove of wisdom from around the world and throughout the ages. Readers will find insights from such varied sources as the Bible, the Qur'an, William Shakespeare, Karl Marx, Oscar Wilde, J. C. Penney, and Warren Buffett. Entries are serious, inspiring, occasionally humorous, and they will go a great way toward expanding the narrow perception of thrift as simple penny pinching; replacing that myopic view with one of a broader thrift—one that, as William H. Kniffen puts it, "earns largely and spends wisely" and leads to a life of independence and comfort well into old age.

Educators and parents will find ample wisdom to pass on to the next generation about the value of hard work, saving for the future, and generosity. Historians will delight in the glimpses into the U.S. thrift movement of the 1920s. Those seeking encouragement and inspiration will find much material here for reflection on the ideals of good stewardship, diligence, and sound financial planning. As our society ails from wastefulness, growing economic inequality, indebtedness, and runaway consumerism, there could be no stronger cure than this powerful little word, "thrift", which finds its root meaning in the word "thrive."

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