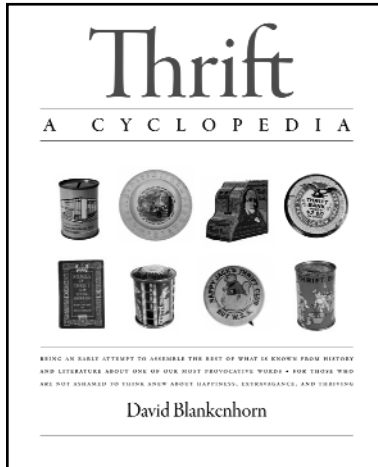


# Thrift

## A C Y C L O P E D I A

by David Blankenhorn



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 Cyclopedic*, 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 Buffet. 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."

To order *Thrift: A Cyclopedic*, please return the form below, along with your payment, to: Institute for American Values, 1841 Broadway, Suite 211, NY, New York 10023; T. (212) 246-3942; F. (212) 541-6665; email: [charity@americanvalues.org](mailto:charity@americanvalues.org). All orders must be prepaid by credit card or check/money order. Libraries and institutions may use purchase orders.

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