Household Income)

Japan USA UK France Germany

5.7

3.0

1.5

4.2

Source: OECD. See appendix for notes and other countries' saving rates.

1995

2000

2005

2008

11.9

8.8

3.9

2.3

Table 1 Net Household Saving Rates, 1985–2008 (Percent of Disposable

	<i>y</i> 1				,	
1985	16.5	8.5	6.9	10.2	12.1	21.5
1990	13.9	6.7	5.6	9.2	13.7	21.7

12.7

11.8

11.4

11.6

11.0

9.2

10.5

11.7

6.7

0.1

-1.2

-2..8

Italy

17.0

8.4

9.9

8.2



Figure 1. Extolling the woman as saver, Britain, mid-nineteenth century. Moss and Russell, *Invaluable Treasure*, 66.



Figure 2. "Saving Brings Well-being," 1936. A young Fascist "civilizes" an Ethiopian boy by teaching him how to save in this Italian poster commemorating the 15th annual World Thrift Day. Italy invaded and occupied Ethiopia the previous year. Talamona, *I Manifesti della giornata mondiale del risparmio*, 33. Courtesy of Acri—Association of Italian Foundations and Savings Banks.

Average Account Year of Total Deposits Balance

Table 2 Major Postal Savings Banks, 1904–1906

France

Italv

Great Britain

	Origin	Accounts	(US\$)	(US\$)
Austria <sup>a</sup>	1883	1,900,194	42,536,862	22.59
Belgium	1870	2,316,633	155,646,121	67.19
Canada	1868	164,542	45,736,489	277.96

<sup>1882</sup> 4,577,390 246,703,726 53.90 9,673,717 1861 721,819,296 74.62 1876 233,735,421 4,689,669 49.84 6,658,758 33,713,037 44.58

5.06

25.83

<sup>1875</sup> Japan Netherlands 56,153,000 1881 1,259,681 Sweden 1883 567,032 14,648,559

a Savings accounts, excluding checking accounts. Source: To Establish Postal Savings Depositories, 60th Cong., 1st sess., 1908, S. Rep. 525, 138.



Figure 3. Main banking hall of the Austrian Postal Savings Bank, Vienna. Photo by Luzia Ellert. Courtesy of WAGNER: WERK Museum Postsparkasse.



Figure 4. "Let's Be Prudent," Belgium, 1906. An earnest schoolgirl urges the other children to stop wasting money at the candy store and instead deposit their centimes in the national savings bank branch (CGER) to the right. Illustration by André Mathy. Archives of the CGER, courtesy of BNP Paribus Fortis collection, Brussels.



Figure 5. "The Weekly Thrift Parade," school savings in Melbourne, Australia, ca. 1930. Alexander Cooch, *The State Savings Bank of Victoria* (Melbourne: Macmillan, 1934), 132.

Total Account
Deposits Balance
Year Accounts (US\$) (US\$)

Table 3 Savings Banks (Including Postal Savings Banks) by Country, 1909–10

1,483,573

2.808.549

13,491,251

21,534,034

7,421,235

17,518,142

1.943.242

2.115.804

1,963,147

13,659,636

9,192,908

<sup>a</sup> Includes only postal savings and Dominion government savings banks. Excludes special private savings banks (\$32,156,708 in deposits) and the highly accessible chartered banks, in which a large percentage of Canadians held

Source: Adapted from United States, Office of the Comptroller of the Currency, Annual Reports, 1910–12.

184.907

Average

190.95

174.24

66 29

310.49

76.10

185.46

106.04

6.91

55.45

108.20

156.56

78.79

442.79

1,207,773,130

258,496,304

186,180,990

57.411.249

1,026,712,474

3,993,775,184

786,921,337

121,008,109

107,758,077

228.923.251

307,342,077

1,076,265,509

4.070.486.246

Accounts

per

**Population** 

(%)

22.1

33.1

37.4

2.5

34.3

33.4

21.5

34.9

32.7

386

55.2

30.2

10.2

	Year	Accounts
Austria	1909–10	6,324,998

1909-10

1908–1909 1910

1910

1910

1910

1908-10

1909-10

1909-10

1908

1910

1910

b Includes only mutual and stock savings banks.

Australia

Belgium

Canadaa

Germany Italy

France

Japan Netherlands

Sweden

Switzerland

United Kingdom

savings deposits totaling \$534,432,054.

United States<sup>b</sup>

All Banks Carrying Savings Accounts<sup>a</sup> Savings Banks Accounts Total Total per **Population** Savings Deposits Savings Deposits Region and State (US\$1,000s) Number (US\$1,000s) (%) Number Accounts Accounts **NEW ENGLAND** 413 650 3.178.040 1.258,180 3,504,482 1.392.171 53.5 Maine 51 226,166 87,410 131 322,687 118,779 43.5 51 174,341 77,693 72 197,757 84,060 45.9 New Hampshire Vermont 21 104.620 39,471 74 178,585 65.894 50.2 Massachusetts 187 2,002,010 244 2,049,137 747,150 60.9 728,497 Rhode Island 18 130,231 69,298 31 192,415 35.5 116,570 Connecticut 85 540,672 255,811 98 553,901 259,718 49.7 MID-ATLANTIC 233 3,843,048 1,778,322 1,971 5,620,477 2,480,274 26.6 New York 137 2,760,343 1,405,240 551 3,238,890 1,595,040 35.5 27 297,200 98,131 245 641,868 208,548 25.3 New Iersev Pennsylvania 11 452,487 166,095 967 1.270.023 520,489 16.6 Delaware 25,380 9,135 29 35,668 11,628 17.6 162 Maryland 44 243,569 88,425 346,317 125,677 26.7 District of Columbia 12 54,069 11,296 17 87,711 18,893 26.5

277,853

97,854

10,975

3,980

523

333

3,781,262

861,516

271,221

1,123,044

274,282

68,885

14.6

18.1

10.0

Table 4 Savings Accounts in Savings Banks and Other Banks by Region and State, U.S., 1909

**MIDWEST** 

Ohio

Indiana

548

41

5

815,877

295,222

32,039

Illinois	_	_	_	663	821,203	258,315	14.6
Michigan	14	74,178	30,490	443	606,989	174,438	21.6
Wisconsin	3	6,249	1,145	396	324,965	79,027	13.9
Minnesota	11	92,544	21,770	461	257,267	64,937	12.4
Iowa	474	315,645	115,619	841	419,546	153,980	18.9
Missouri	_	_	_	320	218,555	49,181	6.6
SOUTH	154	280,388	66,843	1,907	883,325	223,254	3.4
Virginia	20	32,212	9,257	135	126,867	43,119	6.2
West Virginia	10	28,681	5,652	155	91,628	23,454	7.5
No. Carolina	21	37,967	6,231	235	103,744	18,201	4.7
So. Carolina	22	27,129	8,502	159	66,553	18,701	4.4
Georgia	16	31,953	7,117	250	99,236	19,816	3.8
Florida	4	6,295	955	97	38,380	8,573	5.1
Alabama	7	12,271	1,861	95	50,725	7,811	2.4
Louisiana	8	46,474	12,540	113	80,733	21,356	4.9
Texas	_	_	_	127	34,484	9,158	0.9
Arkansas	4	2,406	534	85	14,187	2,933	0.9
Kentucky	9	9,368	1,080	183	59,594	21,374	2.6
Tennessee	21	37,992	11,111	148	85,643	21,327	3.9
Mississippi	12	7,640	2,003	125	31,551	7,432	1.8
							(continued)

Accounts Total Total per Savings Deposits Savings Deposits **Population** Region and State Number Accounts (US\$1,000s) Number Accounts (US\$1,000s) (%) WEST 56 86,140 21,814 1.853 385,314 123,801 4.6 North Dakota 259 23,774 13,006 4.1 South Dakota 256 7.4 10 3,024 684 43,012 13,073 355 5.7 Nebraska 11 16,846 2,618 67,673 24,177

379

58

43

93

37

194

2,836

3,368

3,193

415

All Banks Carrying Savings Accounts<sup>a</sup>

61,220

21,076

6,819

62,804

3,930

10,507

14,936

9,772

2,387

20,087

1,747

2,475

3.6

5.6

4.7

7.9

1.2

0.6

Savings Banks

16,031

4,067

14,185

1,575

13

3

8

Table 4 Continued

Kansas

Montana

Wyoming

Colorado

New Mexico

Oklahoma

Nevada	_	_	_	19	4,657	2,400	5.7
Arizona	_	_	_	14	4,678	1,266	2.3
PACIFIC COAST	136	413,720	230,927	621	698,501	331,315	16.7
Washington	8	12,355	3,793	184	135,729	35,045	11.9
Oregon	6	3,339	1,011	78	37,284	15,042	5.5
California	122	398,026	226,123	359	525,488	281,228	22.1
U.S. TOTAL <sup>b</sup>	1,540	8,617,213	3,633,939	10,982	14,873,361	5,673,861	16.2
time and demand, appear to ha <sup>b</sup> Excludes Alaska and is	ave been included sland possessions. National Monetar	in savings deposits." y Commission, <i>Special R</i>	Report from the Banks of the	he United States, Apr	ril 28, 1909, pp. 44–46, 5	in all instances, as certifica 5456; E. W. Kemmerer, "	The United States

160

8,540

11,263

63,901

1,972

16,503

3.5

17.1

1,217

29,195

Idaho

Utah

Printing Office, 1912).



Figure 6. School savings program sponsored by Farmers and Mechanics Savings Bank, Minneapolis, Minnesota, 1920s. Photo by Charles J. Hibbard. Courtesy of the Minnesota Historical Society.



Figure 7. Bronze statue of Ninomiya Kinjirō (Sontoku), the Japanese paragon of diligence and thrift, ca. 1920. Hundreds of these figurines were distributed to schools at the time. Photo by John Blazejewski. Courtesy of Cotsen Children's Library. Department of Rare Books and Special Collections, Princeton University Library.



Figure 8. Japanese fascination with Aesop's thrifty ant persisted well beyond World War II, but postwar images sometimes took on gendered tones reflecting the rise of the housewife as saver. In this cover of the proceedings of the 1962 national women's meeting on "New Life and Saving," males work on the outside, while female ants manage the home and keep household accounts (center-right). Shin seikatsu to chochiku: Dai 4-kai zenkoku fujin no tsudoi kiroku.



Figure 9. School savings, Japan, 1936. Savings campaign poster commemorating annual Diligence, Thrift, and Savings Day. Yūsei Kenkyūjo, Modanizumu no jidai, 13. Courtesy of the Communications Museum, Japan.



Figure 10. The austere Samurai as model for Britain, 1905. Frontispiece by Edmund J. Sullivan, in H. G. Wells, A *Modern Utopia*. Courtesy of the Rare Books Division, Department of Rare Books and Special Collections, Princeton University Library.





Figures 11 and 12. Transnational appeals to women as savers, 1918. Although the United States emulated many aspects of Britain's war savings campaign, in this instance British propagandists copied the American poster—and crudely so. Joan of Arc was the rage in America following the release of Cecil B. DeMille's pro-French film, *Joan the Woman* (1916). The poster played less well among the English, for whom Saint Joan was anything but a hero—having led French forces against them in the Hundred Years War.

Poster on left by Bert Thomas. Reproduced by permission of TNA, NSC 5/8. Poster on right by Haskell Coffin. Reproduced by permission of the Robert D. Farber University Archives & Special Collections Department, Brandeis University.



Figure 13. Gendering women as saver-citizens, U.S., 1917. Poster by Howard Chandler Christy. Library of Congress.



Figure 14. Saving in the service of Americanization, 1919. Poster by Howard Chandler Christy. Library of Congress.



Figure 15. In reality, American workers found it difficult to keep buying the high-priced Liberty Bonds. Poster by Gerrit A. Beneker, 1918. Library of Congress.



Figure 16. In this 1946 British poster, the family welcomes the local savings collector. But to many, she was the neighborhood busybody who invaded homes and pressured families to buy National Savings Certificates. Reproduced by permission of TNA, NSC 5/211.

## WANTED



## FOR SABOTAGE

THE SQUANDERBUG ALIAS HITLER'S PAL KNOWN TO BE AT LARGE IN CERTAIN PARTS OF THE KINGDOM

USUALLY FOUND IN THE COMPANY OF USELESS ARTICLES, HAS A TEMPTING LEER AND A FLATTERING MANNER

WANTED

ALSO FOR THE CRIME OF 'SHOPPERS DISEASE' INFORMATION CONCERNING THIS PEST SHOULD BE REPORTED TO



Figure 18. Propaganda in many countries appealed to people to save in wartime and buy later. Note the modest dreams of consumption in this British poster, 1943. Reproduced by permission of TNA, NSC 5/110.



Figure 19. "France is Free. Buy Liberation Bonds," 1945. Poster by [Bernard] Villemot. Caisse des Dépôts, *Livret A*, 219. Poster held by the Archives Départementales des Côtes d'Armor, 25 Fi 112 (collection of Dr. Lejeune).



Figure 20. Promoting saving to finance exports while diminishing demand for manufactured imports, Britain, 1946. Reproduced by permission of TNA, NSC 5/199.

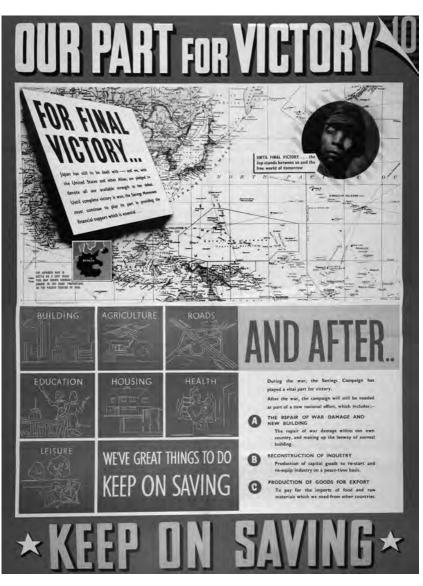


Figure 21. Following the defeat of Germany in May 1945, Britain's "Keep on Saving" campaign proclaimed the twin goals of beating Japan and financing reconstruction and the new welfare state (depicted in the blueprint). Reproduced by permission of TNA, NSC 5/170.



Figure 22. Savings as Japan's ultimate weapon, 1924. Quoted are Akiyama Saneyuki's famous words, "The fate of our Empire depends on this one action," uttered before the Japanese navy smashed the Russian fleet in 1905. In this poster, smoke from the menacing fleet bears the words "higher prices, luxuries, and an excess of imports." The defending Japanese ship (unseen) flies the ensigns of "diligence, frugality, and saving." [Naimushō] Shakaikyoku, *Kinken kyōchō gaikyō* [Report on savings promotion] (Tokyo: Shakaikyoku, 1925), 30.



Figure 23. "Let's All Work Together: Diligence and Thrift Is Number One!" Only by working harder and saving more, suggests this 1925 poster, will Japanese rival the Western powers. Measuring aggregate national wealth, the bar graph on the right ranks the United States first, followed by Britain, France, and Germany. Japan scrapes the bottom, just below Italy. Naimushō Shakaikyoku, *Kinken shōrei undō gaikyō*.



Figure 24. "Reflections of Love in Savings Bright," Japan, ca. 1935. This postal savings poster targeted the emerging middle-class mother and housewife. Note the woman's modern hairstyle. Yūsei Kenkyūjo, *Modanizumu no jidai*, 11. Courtesy of the Communications Museum, Japan.



Figure 25. Fuku-chan and family join in the "all-out savings offensive," 1943. Unsigned, but apparently drawn by the popular cartoonist Yokoyama Ryūichi. Nakamura Yukio, *Chochiku sōshingun* (Tokyo: Musubi Shobō, 1943).



Figure 26. "Savings Patriotism," Japan, 1941. The manly, often bare-chested worker appeared in the savings posters of all the belligerents in World War II. Courtesy of the Communications Museum, Japan, XD-B62.



Figure 27. "Cut Waste, Buy Government Bonds ... China Incident Bonds Sold at the Post Office," 1939. Dressed in her white-apron uniform, the leader of a government-sponsored women's association exhorts neighbors to save. She holds a European-inspired savings box shaped like a raindrop. Refer to figure 2. Courtesy of the Communications Museum, Japan, XD-F2.



Figure 28. "Your Savings Build the New Japan," 1951. Mt. Fuji, featured in prewar and wartime propaganda, returns in this postal savings poster as the symbol of national purpose, now focused on peace and prosperity. Courtesy of the Communications Museum, Japan, XD-B42.



Figure 29. "I'll Keep Planning Our Household Finances," 1955. The idealized Japanese housewife of the early postwar decades. Her modernity lay in rationalizing consumption and increasing savings. Courtesy of the Communications Museum, Japan, XD-C50.

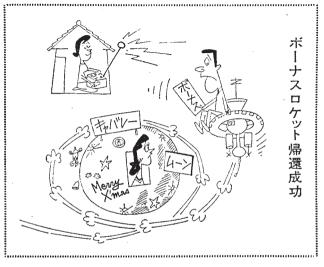


Figure 30. "Success in the Bonus Rocket's Return," 1959 cartoon. Using a remote control to capture her husband's bonus, the clever housewife boosts household savings and stops him from squandering the family's money on hostesses and drink at the "Cabaret Moon." *Chochiku* (Central Council for Savings Promotion), no. 27 (1959): 1.



Figure 31 (left). "Keep a Balance in Life," Japan, 1955. An early version of the Japanese government's message to balance consumer desires against the needs of accumulating sufficient savings. Courtesy of the Communications Museum, Japan, XD-C52.

Figure 32 (right). The British poster, 1950, that inspired the Japanese poster. Reproduced by permission of TNA, NSC 5/652a.



Figure 33. "The Economy as Linked to the Kitchen," 1962. Aimed at housewives, this cartoon communicates that savings benefit the nation by financing industrial production (center). Although some production results in individual consumption (lower right), a huge portion is shipped abroad to remedy Japan's trade deficit. The sinister Western tycoon (upper right) personifies "foreign countries," which send \$\frac{1}{2}\$2 trillion in goods to Japan whereas Japanese exports total only \$\frac{1}{2}\$1.5 trillion. Yasashi keizai no hanashi [Economics made easy] (Tokyo: Chochiku Zōkyō Chūō Iinkai, 1962), Ministry of Finance, Japan.



Figure 34. "How to Develop the National Savings Campaign," South Korea, 1955. Handbill by Kim Yong-hwan. We see the striking legacy of Japanese colonial practices in the Korean campaign's use of lectures and discussions with residents, touring squads that enlighten the villages, blaring sound trucks, oratorical contests, children's banks, stronger savings associations, and commendations for good savers. Hanguk Ŭnhaeng, Chigŭm ŭn jöchuk, 8.



Figure 35. As part of Singapore's National School Savings Campaign in the mid-1970s, Post Office Savings Bank (POSB) staff regularly visited the schools to inculcate the "savings habit" at any early age. Post Office Savings Bank, First Hundred Years of the Post Office Savings Bank of Singapore, 35. Reproduced by permission from the POSB/DBS Bank. Today, POSB continues to promote savings in schools with its Schools Outreach Program, reaching out to more than 90,000 primary school students in 80 schools annually.

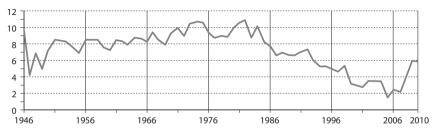


Figure 36. U.S. Personal (Household) Saving Rates, 1946–2010 (Percent of Disposable Personal Income). Source: U.S. Department of Commerce, Bureau of Economic Analysis.



Figure 37. In this trademark cartoon from Germany's popular KNAX comic magazine, children bring their piggybanks to the friendly local savings bank. Courtesy of the Deutsche Sparkassenverlag.

Belgium 11.1<sup>b</sup> 9.5<sup>b</sup> 16.4 12.3

1990

6 7a

10.3

13.7

21.7 a

13.9

23.6a

18.2a

 $8.6^{b}$ 

3.4

9.6

 $5.6^{b}$ 

 $6.7^{a}$ 

Net Household Saving Rates for Selected OECD Countries, 1985-2009 (Percent of

1995

63

11.8

11.0

17.0

11.9c

18.5

14.3

 $11.5^{bc}$ 

8.3

12.7

6.7

5.7

2000

2.6

9.2

9.2

8.4

8.8

9.3

69

5.9

4.3

11.7

0.1

3.0

Notes: Unless otherwise indicated, all rates from 1995 to 2009 have been recalibrated according to the 1993

<sup>b</sup> Converted from gross saving rate to net saving rate by using a conversion factor of 0.7 (the approximate ratio of the average net household saving rate to the average gross household saving rate for those countries and

d U.S. rates provided to the OECD may vary slightly from recently recalibrated rates by the U.S. Department

Sources: For 1995–2009 rates, see OECD National Accounts Statistics, accessed March 3, 2011; for 1990, OECD Economic Outlook, 2007/2, no. 82 (December 2007), Annex Table 23; for 1985, see 2003/1, no. 73 (June

2005

0.4

9.7

10.2

2.2

11.4

10.5

9.9

3.9

7.2

6.4

4.7

5.5

10.1

-1.2

1.5

2007

0.5

11.6

11.4

29

11.9

10.8

8 5

2.5

2.9

7.0

3.6

8.8

12.7

-3.2

2.1

2008

4 5

11.8

11.9

3 7

11.6

11.7

8 2

2..3

2.9

5.7

6.6

11.2

11.8

-2..8

4.2

2009

11.1

13.5

4.7

12.5

11.1

7.1

5.0e

3.6

6.8

11.9

12.9

1.2

6.2

Canada	16.0 a	13.3 a	9.4	4.8	
France	10.2 a	9.2 a	12.7	11.8	

Disposable Household Income)

Australia

Germany

Italy

Japan

Korea

Spain

Sweden

Netherlands

Switzerland

United Kingdom

2003), Annex Table 24.

SNA (System of National Accounts).

United States<sup>d</sup>

Austria

1985

12.1a

10.5

12.1 21.5<sup>b</sup>

16.5

15.4 a

56

 $7.8^{\,b}$ 

3.2

 $6.9^{b}$ 

8.5 a

<sup>a</sup> Pre-1995 rates recalibrated according to 1993 SNA.

<sup>e</sup> Economic and Social Research Institute, Cabinet Office, Japan.

years). See Horioka, "Are the Japanese Unique?" 117.

<sup>c</sup> Estimates in OECD Economic Outlook, 2007/2.

of Commerce, Bureau of Economic Analysis.

## ABBREVIATIONS \_

Chochiku iihō

Record Office

SZS TNA

CU	Chochiku Zōkyō Chūō Iinkai, Chochiku undō
KCSIG	Kokumin Chochiku Shōreikyoku, Kokumin Chochiku Shōrei
	Iinkai gijiroku
NACP	National Archives at College Park, MD
SHZS	Japan, Ministry of Finance, Shōwa zaiseishi shiryō

Japan, Ministry of Finance, Sengo zaiseishi shiryō

The National Archives of the United Kingdom: Public