War Savings & Thrift Stamps
Helping Fund the Great War

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Outline

- Background
- The Need for War Savings Stamp Program
- War Savings Stamps & Collection Booklets
- The Role of the Post Office
- The Stamp Sales Campaign
- Summary
Background

- As the United States entered World War I and the U.S. troops began preparing to enter combat, Congress anticipated an immediate need for extra revenue (beyond normal Treasury receipts) to execute the war.

- The only way to raise the needed money was through borrowing.

- In order to borrow the needed money, the citizens of the United States had to fully support the war and be willing to pay for it, as the war was being fought.

- The War Savings Stamp program and Liberty Loan/Bond Drives of World War I were developed to fund the war by spreading the cost as widely as possible, while at the same time increasing public support and patriotism.

- The War Savings Stamp program and Liberty Loan drives literally reached every citizen with the message that everyone needed “To do their part!” by investing in War Savings Stamps (W.S.S.) and Liberty Bonds.
Background

- The Treasury Department established the War Savings Organization to promote and carry out the stamp sales program.

- War Savings stamps were needed to allow most citizens to accumulate the money necessary to purchase a bond over time—the “installment plan.”

- Governmental, financial, business, service and fraternal committees were organized at the national to neighborhood levels to promote the sale of War Savings Stamps.

- Post carriers became mobile sales agents and the Boy Scouts canvassed almost every neighbor for sales. School children were heavily recruited to buy stamps as their patriotic duty. Every household was targeted to buy War Savings stamps and bonds.

- The three letters **W.S.S.** (standing for War Savings Stamps) became the main logo of the stamp sales campaigns. The **W.S.S.** logo pervaded American life, appearing everywhere from pay envelopes to placards in windows.
Mobile Sales Agent, especially in rural areas

Sell stamps and Register Savings Cards
War Savings Stamps:

25¢ Thrift Stamp

$5.00 War Savings Certificate Stamps
Paid Interest and Face Value at maturity (5 years)

Series 1918
Series 1919
Series 1920
Series 1921

25¢ Thrift Stamp paid no interest. Collect 16 and buy $5.00 War Savings Certificate Stamp at discount.
### Questions and Answers

**What is the difference between a Thrift Stamp and a War Savings Certificate Stamp?**

The 25-cent Thrift Stamps are issued to help you to save and exchange for a $5 War Savings Certificate Stamp. The Thrift Stamps bear no interest; the War Savings Certificate Stamps earn interest.

**Who do I get a $5 War Savings Certificate Stamp for?**

The $5 is payable January 1, 1923. It includes the return to you of your money with the compound interest that the Government will pay you. You can fill out and exchange your Thrift Card for a War Savings Certificate Stamp, the more interest you will receive.

**Why should I exchange my full card of Thrift Stamps for a War Savings Certificate Stamp?**

Because the War Savings Certificate Stamp bears interest and the Thrift Stamps do not.

**What becomes of the money I pay for a stamp?**

It is a loan to the United States Government.

**How can my 25 cents really help?**

A loan of only 25 cents by every person in the Nation will provide the United States Government with $5 million dollars.

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### UNITED STATES GOVERNMENT

**THrift CARD**

Take good care of your Thrift Card. If your Thrift Card is lost the money paid for stamps cannot be recovered.

Thrift Stamps are on sale at post offices, banks, trust companies, and other authorized agencies.

<table>
<thead>
<tr>
<th>1</th>
<th>Affix the front 25-cent Thrift Stamp here.</th>
<th>The first principle of money-making is money saving.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2</td>
<td>Your second stamp here.</td>
<td>Don’t put all your eggs in one basket.</td>
</tr>
<tr>
<td>3</td>
<td>If you want to succeed, save.</td>
<td>A penny saved is a penny gained.</td>
</tr>
<tr>
<td>4</td>
<td>Thrift is the power to save.</td>
<td>All fortunes have their foundations laid in thrift.</td>
</tr>
<tr>
<td>5</td>
<td>The last principle of money-making is money saving.</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Many a little makes a mighty.</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Saving creates independence.</td>
<td>Great sake from little scores grow.</td>
</tr>
<tr>
<td>8</td>
<td>Waste not, want not.</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Saws and haws.</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Thrift begins with little savings.</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Save every cent.</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Money placed at interest works day and night—</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Learn economy and you start on the road to success.</td>
<td></td>
</tr>
</tbody>
</table>

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**Bi-fold Exterior**

**Bi-fold Interior**
War Savings-25¢ Thrift Stamp Collection Album-Large Thrift Card
War Savings-25¢ Thrift Stamp
Collection Album-Small Thrift Card

Both are
FORM WS 1A
War Savings-25¢ Thrift Stamps
At Christmas Time

THriftStamp

THRIFTY CHRISTMAS GREETINGS
The gift of gifts I send to thee
A Thrift stamp for your Christmas tree
Tall oaks from little acorns grow
It's up to you to prove it so.

NEW YEAR GREETINGS
with this THRIFT STAMP

A steady stream of money
Like the sands of time
Will make the future sunny
In every land and clime
War Savings-$5.00 Certificate Stamp Collection Card (Series 1918)
War Savings-$5.00 Certificate Stamp Collection Card (Series 1918)

Certificate Serial Number

Post Office and Registration Number
War Savings-$5.00 Certificate Stamp (Series 1918) at Christmas

America's Great Men join me in wishing you
A MERRY CHRISTMAS
AND
A HAPPY NEW YEAR
War Savings-$5.00 Certificate Stamp (Series 1919)

Bi-fold Exterior

Bi-fold Interior
War Savings-$5.00 Certificate Stamp Collection Certificate (Series 1920)
War Savings-$5.00 Certificate Stamp Collection Certificate (Series 1921)
War Savings Stamps-W. S. S.
Logo of the War

W. S. S. logo was ubiquitous:

Bill Envelope

Stamp Holder

Pay Envelope Inset
War Savings Stamps
National War Savings Day

Poster

Savings Newspaper
War Savings Stamps-W. S. S.

Logo of the War

Boy Scout Post Card

Household Solicitation Card
War Savings Stamps
Solicitation Dinner

W. S. S. Series 1918 Look-alikes:
War Savings Stamps
Awards for Stamp Sales

Ohio Award Stamps & Certificate
Summary:

- The United States needed additional funding for the Great War! The Secretary of the Treasury, William Gibbs McAdoo, called for raising the needed money through new taxes (⅓ of the money) and borrowing (2/3 of the money).
- The borrowing was conducted by the sale of War Savings Stamps leading to the purchase of Bonds (Liberty Bonds).
- It was every American’s Duty to participate in the War effort by the purchase of a Liberty Bond. There were five massive Liberty Bond drives (called Liberty Loans).
- The minimum value Liberty Bond was $50.00—a large sum of money for most Americans—McAdoo introduced the installment plan—Thrift (25¢) and War Savings Certificate ($5.00) stamps.
- Thrift stamps paid no interest and when 16 were accumulated they could be used to acquire an interest bearing War Savings Certificate stamp. When 10 or 20 of these stamps were collected they could be exchanged for a Liberty Bond.
- The installment plan worked and allowed the average American to participate in the war effort through the bond program. Over $20 Billion dollars was raised from the stamp and bond campaigns.