

Thrift



# Thrift

## *A Cyclopedia*

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BEING AN EARLY ATTEMPT TO ASSEMBLE THE  
BEST OF WHAT IS KNOWN FROM HISTORY AND  
LITERATURE ABOUT ONE OF OUR MOST PRO-  
VOCATIVE WORDS ~ FOR THOSE WHO ARE NOT  
ASHAMED TO THINK ANEW ABOUT HAPPINESS,  
• EXTRAVAGANCE, AND THRIVING •

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David Blankenhorn

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A COMPANION TO THE TRAVELING EXHIBITION, *THRIFT: IN SEARCH OF THE ART OF LIVING WELL*, AND THE REPORT  
TO THE NATION, *FOR A NEW THRIFT: CONFRONTING THE DEBT CULTURE*. VISIT THE WEBSITE: [WWW.NEWTHRIFT.ORG](http://WWW.NEWTHRIFT.ORG)

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For Arthur and Joann Rasmussen—thrivers who help others to thrive

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“If a good man thrive, all thrive with him.”

—George Herbert

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Thrift



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## Introduction

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**T**HIS BOOK is an extended reflection, and a preliminary bringing together of knowledge, on the English word “thrift.” In October of 2005, at the request of the John Templeton Foundation, I helped to convene a conference of nearly forty leading scholars to discuss the history of thrift as an American value and practice. The main thing I learned at the conference is that most leading scholars are not very interested in thrift. Moreover, among those who are interested, thrift is usually viewed as either mildly amusing, worryingly retrograde, or both.

*The very word “thrift” tells its own tale, being derived from the word “to thrive.”*

JOHN LUBBOCK, *THE USE OF LIFE*, 1894

A prominent professor of political philosophy from Harvard, who adamantly insisted that thrift is not a virtue, and whose commissioned paper did not contain even one mention of the word “thrift,” asked me pointedly: “Are you saying that

the word ‘thrift’ has to be on every page?” I told him I’d think about that.

So I went home and thought about it. I eventually decided that the answer to his question is “Yes.” A serious paper on the topic of thrift ought to contain the word “thrift” on every page. Or nearly every page. Or at least on one or two pages! This book contains the word “thrift” on nearly every page.

I’m grateful to that Harvard professor, because that conference, and in particular his question, greatly deepened my interest in the subject. What was this odd idea that they could barely be bothered to study and so clearly did not believe in? Moreover, the whole experience of that conference made me realize that leading scholars are not the only ones today who are actively disinterested in thrift. The word “thrift” has largely fallen out of our public conversation. As a result, the whole concept sounds quaintly old-fashioned, like something your great-grandparents might have talked about—but not you, and certainly not your chil-

dren. I began to wonder, why is this the case? What's the real story behind this funny little word that so many people can't or don't want to say?

a genuine thrift nut. I believe in it passionately. I'm a starry-eyed advocate. For so many of the problems now ailing us—from shameful wasteful-

1. *a. The fact or condition of thriving or prospering; (obsolete)*
  - b. Means of thriving;*
  - c. Prosperous growth, physical thriving;*
  - d. Growing-pains.*
2. *a. Savings, earnings, gains, profit;*
  - b. That which is saved (of something); (obsolete)*
3. *a. Economical management, economy;*
  - b. A U.S. savings and loan association.*

“THRIFT,” OXFORD ENGLISH DICTIONARY

To pursue the answer to this question, I needed a research methodology. I decided, for lack of a better idea, to keep it simple. Following the implicit guideline contained in the question posed by my irritated Harvard mentor, I began to search everywhere for phrases, sentences, and pages that contained the word “thrift.” I confess that I began with *Bartlett's Familiar Quotations*—I knew I could find a few there! It also turns out that, unlike today's leading scholars, Shakespeare liked the word quite a bit. So did Chaucer before him. In fact, amazingly enough, so have many of the English-speaking world's most prominent writers and leaders! Over the centuries, thrift has been repeatedly, passionately, and articulately advocated. It has also been repeatedly, passionately, and articulately denounced. Both proponents and advocates typically agree that thrift is a big idea, with high stakes for individuals and society.

Somewhere in all of my note taking, I became

ness, to growing economic inequality, to independence-killing indebtedness, to runaway mindless consumerism—I believe that the philosophy of thrift is the closest thing we have to a miracle cure. As a result, I want to testify about it. I want to shout it from the rooftops. I want to convert people. And I hope that after you read this book, you will want to do the same.

However, except for an occasional editorial or attempt to clarify the narrative, I myself don't have much to say in this book. The reason is not laziness. It's thrift! First, the way to understand thrift is to get as close to it as possible. As a result, reading what I say about Benjamin Franklin's view of thrift is not nearly as instructive—or as fun!—as reading what Franklin himself says about thrift. No view of mine about the U.S. Savings and Loan League circa 1965 could ever be as revealing, or as interestingly expressed, as the view of the guy who served as president of the League in 1965 and

therefore gave the keynote address at the League's 1965 annual convention. Learning what I conclude about thrift-boxes is not as good as actually seeing a thrift-box. (That's why this book has lots of visual images.)

*There are several species of plants, such as the sea-pink, *Armeria maritima*, or March rosemary (*Stachys*) which from their vigorous growth are often termed "thrift."*

"THRIFT," *ENCYCLOPAEDIA BRITANNICA*, 1911

Relatedly, there is the question of economy, or what might be called editorial thrift. With this topic, there is a lot of ground to cover. Concision is essential. So in this book I am giving you a box of chocolates, rather than a windy treatise on the history of chocolate. I think you'll like it more.

Moreover, this topic, probably more than any other I've encountered, requires us to attend very carefully to the exact words of people who are (mostly) now dead. Trust me. There is nothing bad that I could possibly say about thrift that has not already been said, far more vividly and powerfully, by people smarter (or at least more famous) than I am. Even more importantly for my more partisan purposes, the finest words in praise of thrift, as well as the words that most precisely convey what thrift is and why it matters, have already been uttered. I can hardly improve on them, so I don't try to. Instead I let the historical actors themselves, using their own best words, duke it out over this contentious issue, and, apart from playing the role of editorial emcee, and occasion-



ally putting in my own good word for thrift, I mostly stay out of the way.

*The word has no exact synonym.*

"THRIFT," *THE WORLD BOOK*, 1918

I call this book a cyclopedia for several reasons. For starters, the very idea of a cyclopedia—an economical bringing together of the available knowledge on a subject—both embodies and contributes to the thrift ideal. Second, the word “cyclopedia” is an odd, old-style word, and this book, with its eccentric mixing of (mostly) quotes from literature and history with (some) personal commentary, is an odd, old-style book. Third, a number of



Thrift Champions, Pearce School, Washington, DC, 1925

early and what we would now view as primitive encyclopedias, dating back to the seventeenth century, were called “cyclopedias”; this current collection of knowledge is also probably primitive, in the sense of being an early and therefore inevitably partial attempt to bring together, from a modern vantage-point, what is known and relevant regarding the English word “thrift.” And finally, “cyclopedia” for me evokes and pays respectful homage to one of the great, practical thrift books of the

twentieth century, *Cyclopedia of Building, Loan and Savings Associations*, first published in 1923.

The book’s structure is simple. We begin philologically, with the word itself—its origins, history, and meanings. Next, we hear from some of history’s most eloquent opponents of thrift. Then we hear from some thrift visionaries—leaders who like thrift, have thought about it seriously, and have done their best to champion it. Since leaders often build institutions and lead social move-

ments, we next focus on the main thrift institutions in English-speaking societies, followed by a look at some of the main social movements that have been animated by the thrift deal. Then, toward the end, for fun and instruction, we survey history's proverbs and maxims of thrift. Finally, I propose that we briefly think about the question, "What kind of country do we want to be?"

*. . . there are few words in the English language that have a more interesting history, or convey a deeper moral than the word "Thrift."*

RICHARDSON CAMPBELL, *PROVIDENT AND INDUSTRIAL INSTITUTIONS*, ABOUT 1926

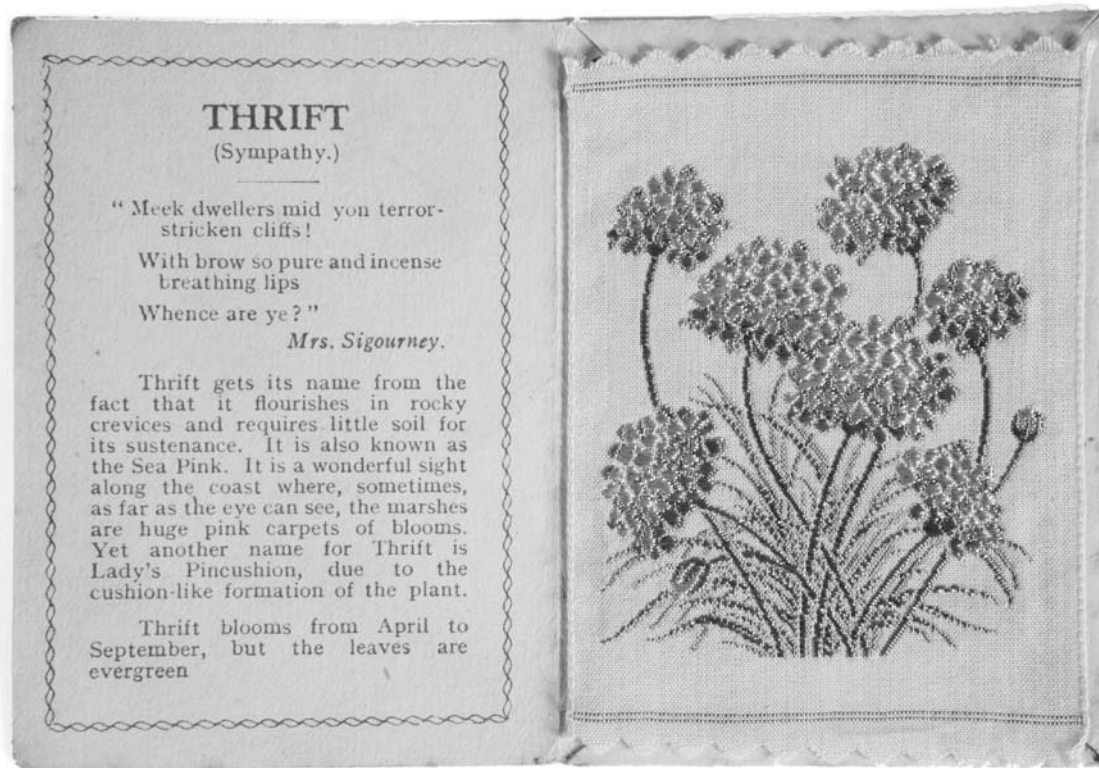
Here is the basic conclusion, the moral, that I draw from this book's analysis. Thrift is a big, important word. We largely ignore it today, to our great loss. Some of the most intelligent people

ever to use our language have thought and said a great deal about this word, and for good reasons. The word has helped to create some of our most vital social institutions and fuel some of our most inspiring social movements. Possibly as much as we need any idea today, we need this one. That's the basic conclusion that, in my view, emerges from this little cyclopedia on thrift.

A word about spelling and punctuation: In most (though not all) cases, when the sources readily available to me permitted a choice between the author's original spelling and punctuation, and one or more modernized versions, I chose the original. That will make it harder at times for you as a reader—but also better. It's like watching an old black-and-white movie. Yes, you could probably find a "colorized" version somewhere, but the original is truer.

*Thrift, that sovereign bourgeois virtue, is often misunderstood, simply because the word can mean so many different things.*

MARIA OSSOWSKA, *BOURGEOIS MORALITY*, 1956



## THRIFT

(Sympathy.)

" Meek dwellers mid yon terror-  
stricken cliffs!

With brow so pure and incense  
breathing lips

Whence are ye? "

*Mrs. Sigourney.*

Thrift gets its name from the fact that it flourishes in rocky crevices and requires little soil for its sustenance. It is also known as the Sea Pink. It is a wonderful sight along the coast where, sometimes, as far as the eye can see, the marshes are huge pink carpets of blooms. Yet another name for Thrift is Lady's Pincushion, due to the cushion-like formation of the plant.

Thrift blooms from April to September, but the leaves are evergreen

Thrift, Kensitas Flowers



## PART ONE

---

# What Is Thrift?

---

**I**N 1910, the U.S. National Bankers Association, at its annual meeting in Los Angeles, invited as a guest lecturer the noted humorist, journalist, and minister Robert J. Burdette. Burdette's lecture to the bankers was entitled "Thrift." His opening query, and the core question that Burdette sought to answer that evening, was "What is thrift?" He confessed that his task was not an easy one.

He began the lecture by reporting, by way of the dictionary, that thrift is "the condition of one who thrives," but admitted with a smile that such a definition was "not quite good enough." Then he offered another: "Luck, fortune, success." Still not quite right. And then another: "Frugality, economical management." Yes, maybe, but not really. And then one more try: "Good husbandry." Finally, Burdette simply gave up. He confessed to the bankers: "Now, after all, what is thrift? Just thrift." The bankers laughed, and Burdette went on his merry way, delivering charming descriptions and anecdotes of thrift, and ending

up by suggesting that the highest form of thrift is generosity, since in heaven, according to Burdette at least, they measure a man's thriftiness by "what he gave away."<sup>1</sup>

What (if anything!) can we learn today from these long-forgotten quips delivered to long-deceased bankers after a dinner in Los Angeles nearly a century ago? Well, for starters, let's realize that, in 1910, it was not at all surprising for a well-known person to deliver a public lecture on "Thrift." Quite the contrary. I am focusing here on one such talk by Robert Burdette, but there are many others from this era that I could just as easily have chosen. That fact alone should tell us something. People in the United States used to spend quite a bit of time asking themselves, "What is thrift?" Today, we don't.

Second, earlier generations assumed that the answer to the question, while important, was not easy or straightforward. The topic was complex, not simple. They assumed, therefore, that the question called for some study and reflection,

STATICE Armeria.  
*Thrift.*

PENTANDRIA *Pentagynia.*

GEN. CHAR. Cal. of one leaf, entire, plaited, filmy.  
Petals five. Seed single.  
SPEC. CHAR. Stalk simple, bearing a round head of  
flowers. Leaves linear.  
SYN. Statice Armeria. *Linn. Sp. Pl.* 394. *Hudf. Fl.*  
*Am.* 132. *With. Bot. Arr.* 326. *Rehb. Cant.* 129.  
*Lighf. Scot.* 173.  
*S. montana minor. Rati Syn.* 203.

"THE most humble and most lofty of plants," says Mr. Lightfoot: "it grows frequently upon the sea-shores, and upon the summits of the highest mountains." Neither is it less common in England and Wales than in Scotland, in both kinds of situations. We have examined it from both, and found no difference between the specimens. Its favourite maritime soil is of the muddy kind. The constitution of this plant indeed seems of a very accommodating nature, for it grows equally well in any garden, even in the smoke of London, and is much used for edgings. From its readiness to thrive in any situation, the English name has probably been given. It flowers about July and August.

Root perennial, woody, bearing many thick tufts of lax, linear, channelled, smooth, entire leaves. Stalks varying much in height, round, naked, each terminated by a globular head of several flowers, encompassed with a many-leaved involucre, whose base is attached to a singular cylindrical membranous sheath, about an inch long, which invests the top of the stalk, its lower end being loose and lacerated, so that it seems to have been torn off from the root, and carried up with the young growing stalk. Calyx small, erect. Petals rose-coloured. Crown of the seed fringed.



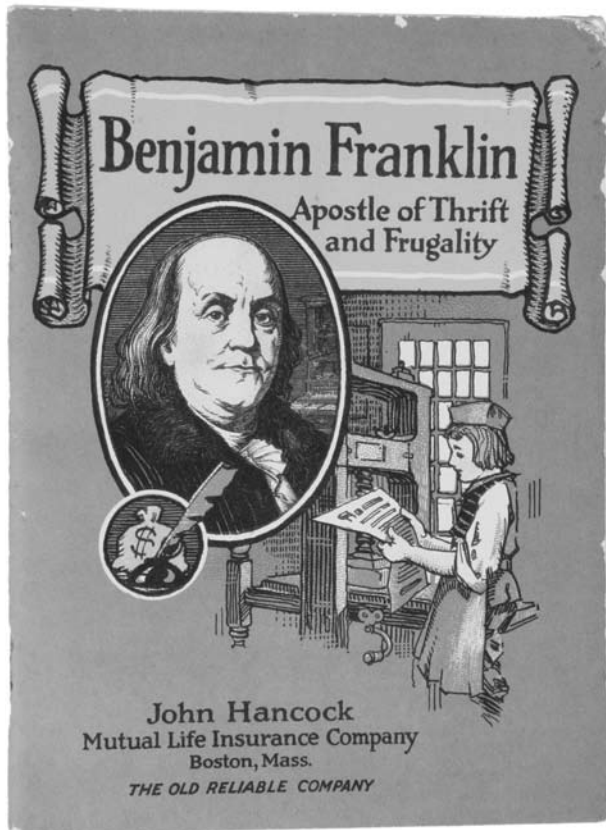
James Edward Smith,  
*English Botany*, vol. 4, 1795

or at least some genuine mental effort. Today, we don't. Quite the contrary. To the degree that people speak of thrift today, they are probably quite certain that thrift means scrimping and saving, usually up to and including being unpleasantly cheap and stingy. So, after all, what is thrift? What to earlier generations of Americans had seemed a difficult, important question has largely become for our generation an easy, unimportant question. That's quite a shift! Burdette, for example, concludes that thrift can mean generosity. So have many other thoughtful people, from Lao Tzu writing in China in about 600 BCE, to the great British statesman William Gladstone in the 1890s, to Dr. John M. Templeton Jr., one of today's very few pro-thrift voices, in his 2004 book, *Thrift and*

*Generosity*. But is this proposition well known in the United States today? Are very many of us even thinking about it?

So just for the fun of it, and for any thrift (that is, good fortune) that it might provide us, let's try to look with fresh eyes, with innocence even, and ask our ourselves anew, "What is thrift?" When all is properly considered, we will end up with a definition of thrift that is fairly coherent and thrifty (that is, economical), but to get there honestly, we must first work through some complexity. The complexity is necessary for four reasons.

First, thrift is inherently a complex idea. It is a multifaceted philosophical concept for which there is no single precise synonym in the English language. Second, because of this multidimen-



Published 1921

sionality, thrift can mean, and virtually from the beginning has meant, different things to different people. Some tend to emphasize one dimension of the idea, and some another, with still others trying to synthesize. Third, the dominant meaning of the word has steadily evolved over time. “Thrift” in the fourteenth century typically meant something quite different from “thrift” in 1800, which in turn is quite different from the most common meanings of “thrift” in 1950, not to mention the dominant meaning of “thrift” today. To all of these turns and evolutions, due attention must be paid. And finally, unfortunately “thrift” is a word that, especially today, is often defined publicly by peo-

ple who don’t like it. (I learned this fact the hard way when I helped to convene that group of prominent scholars to opine on thrift.) The result is like asking a gun-control advocate to define “firearm,” or a die-hard Republican to tell you what Democrats truly believe—you are likely to get some nuggets of valid information, but you are unlikely to get the whole story, and often enough you will see streaks of bias infiltrating both the working definitions and the underlying assumptions.

So, to tell our tale thriftily—that is, well, properly, suitably—let’s begin by considering four fairly distinct ways of understanding what thrift is.

# 1. Thrift as Growing

---

*Planting of trees is England's old thrift.*

ENGLISH PROVERB

....

*On sandy wastes, ere yet the frugal root  
Of tender grass can feed the springing shoot  
Fringing each sterile bank and rocky rift  
Green grows the tufted cushions of the Thrift . . .*



THE TIME TO LEARN

Rollin Kirby, 1920

*Ah! well named flower, for of a thrift we sing,  
Skilled like thyself, a fertile growth to bring  
In barren wastes with Hope's sweet verdure rife  
The pledge and potency of statelier life.*

WALSHAM HOWE, THE FIRST BISHOP OF  
WAKEFIELD, "THRIFT—THE PLANT"

....

As we can see, one primary meaning of thrift is growing, blooming, or spreading with vigor, health, and efficiency, either as a part of nature, or as a metaphor stemming from the idea of natural, effective growth.

*And if it be asshe, elme, or oke, cut of all  
the bowes cleane, and save the toppe hole.  
For if thou make hym ryche of bowes,  
thou makest hyme poore of thryfe . . .*

"HOW TO REMOVE TREES," FITZHERBERT'S *THE BOOK  
OF HUSBANDRY*, 1534

....

*An Olde Thrift Newly Revived. Wherein is  
declared the manner of Planting, Preserving, and  
Husbanding Young Trees.*

TITLE OF A BOOK BY RICHARD MOORE, ABOUT 1612

*No grace has more abundant promises made  
unto it than this of of mercy, a sowing, a reaping,  
a thrifty grace.*

REV. EDWARD REYNOLDS, A SERMON,  
MID-SEVENTEENTH CENTURY

.....

*. . . I would select a wood of young and  
thrifty trees.*

JAMES FENIMORE COOPER, *THE PIONEERS*, 1823

.....

*This cow had a cough and looked unthrifty all last  
winter and spring.*

REPORT FROM DR. E. E. SALMON, U.S. BUREAU  
OF ANIMAL INDUSTRY, NOVEMBER 16, 1885

*. . . a thrifty growth of the sugar-cane . . .*

HERMAN MELVILLE, *OMOO*, 1847

.....

*. . . in the rear of the row of buildings,  
the track of many languid years is seen  
in a border of unthrifty grass . . .*

NATHANIEL HAWTHORNE, *THE SCARLET LETTER*, 1850

.....

*. . . whose old roots furnish still the wild stocks of  
many a thrifty village tree.*

HENRY DAVID THOREAU, *WALDEN*, 1854

*O love and summer, you are in the dreams and in me,  
Autumn and winter are in the dreams,  
the farmer goes with his thrift,  
The droves and crops increase, the barns  
are well-fill'd.*

WALT WHITMAN, "THE SLEEPERS," 1855

.....

*Farmington seems to us to be suitably named, being  
a vast conglomeration of farms and farm houses.  
We could not but notice the thrifty look which  
bespoke the careful husbandman.*

IRVING TODD, DISCUSSING  
FARMINGTON, MINNESOTA, 1863

Frequently the thrift ideal is compared to cultivation of the soil and to natural growth.

*There is a use of the word "thrift" that may help us to realize its best meaning. Gardeners call a plant of vigorous growth a "thrifty" plant. Let us bear this in mind in our charitable work, and remember that anything that hinders vigorous growth is essentially unthrifty. Thrift means something more than the hoarding of small savings. In fact, saving at the expense of health, or training, or some other necessary preparation for successful living, is always unthrifty.*

MARY E. RICHMOND, *FRIENDLY VISITING AMONG THE POOR: A HANDBOOK FOR CHARITY WORKERS*, 1903



Poster, 1929

*Shall we apologize for making two blades of grass grow where one grew before? Shall we look askance at the man who is diligent in business, and whose thrift and energy give him control of productive capital, the use of which ameliorates the condition of an entire neighborhood?*

*. . . We live in an economic age, and we must not be afraid of it. The business career nowadays is the dominating one.*

ALBERT SHAW, *THE OUTLOOK FOR THE AVERAGE MAN*, 1907

Though neither concerns nature directly, both of the sayings below—one from the late sixteenth century on thrift of revenge, and one from the early twentieth century on thrift of thought—seem to use the word “thrift” primarily in the sense of vigorous and efficient growth.

*Phi. What I pray you? and how manie are the names, whereby the Devill allures persones in anie of these snares?*

*Epi. Even by these three passionnes that are within our selves: Curiousitie in great imagines: thrift of revenge, for some tortes deeply apprehended; or greedie appetitie of geare, caused through great poverty.*

KING JAMES VI OF SCOTLAND, *DAEMONOLOGIE*, 1597

....

*. . . the rules of thought are essentially the rules of thrift. I mean that the best way of taking stock of one's philosophic and artistic estate is analogous to the best way of so dealing with a real estate, especially a small one; it permits of the same terminology and is troubled with the same errors. When we expect a peasant to make the best use of a field, we do not mean he should put up with it, like a prison. That is not making the best use of it, but only accepting the worst. We mean that his thrift thrives; that his land, so to speak, enlarges inward; that, like a cup in a fairy tale, it holds more and more without overflowing. And the same intensive cultivation can be in the thought, and even in the fancy.*

G. K. CHESTERTON, “THE THRIFT OF THOUGHT,” 1916

## 2. Thrift as Good Fortune

---

PROBABLY the oldest meanings of “thrift” in the English language are good fortune, thriving, wealth, being blessed with luck and good favor, and being the best, the most proper, or the most suitable.

*For he does men evere schame: sorewe him  
must bifalle  
And lesser thrift [bad fortune] upon his heued . . .*  
“A MIRACLE OF ST. JAMES,” ABOUT 1305

• • • •

*I kan right now no thrifty [suitable, fitting]  
tale seyn . . .*  
GEOFFREY CHAUCER, *CANTERBURY TALES*, “THE MAN  
OF LAW’S TALE,” (INTRODUCTION, 46), 1380S

• • • •

*Now good thrift [good luck, good fortune] have he,  
wherso that he be!*  
CHAUCER, *TROILUS AND CRISEYDE* (II, 847), 1380S

• • • •

*Of al this noble town the thristieste [best, finest,  
most attractive].*  
CHAUCER, *TROILUS AND CRISEYDE* (II, 737)

*She took hire leve at hem ful thristily [properly, in  
the best way].*

CHAUCER, *TROILUS AND CRISEYDE* (III, 211)

• • • •

In his generally excellent biography of Benjamin Franklin, Carl Van Doren suggests that thrift is a “prim, dry” idea, from which Franklin needs to be “rescued.”<sup>1</sup> Well, slog your way through the following bit of old English—“Her arms small, her hair straight and soft; her sides long, fleshy, smooth, and white; he began to stroke her, and good thrift came to him, from her snow-white throat and her round, light breasts”—and you’ll see that Chaucer’s view of thrift is almost anything but “prim and dry.”

*Hire armes smale, hire streghte bak and  
softe,  
Hire sydes longe, flesshly, smothe, and white  
He gan to stroke, and good thrift [good luck,  
good fortune] bad ful ofte  
Hire snowissh throte, hire brestes round  
and lite.*

CHAUCER, *TROILUS AND CRISEYDE* (III, 1247–50)

*Hir chaffare [merchandise] was so thrifty [fine, suitable, serviceable] and so newe.*

CHAUCER, *CANTERBURY TALES*, “THE MAN OF LAW’S TALE” (138)

• • • •

*I sitte at boom; I have no thrifty [excellent, suitable] clooth.*

CHAUCER, *CANTERBURY TALES*, “THE WIFE OF BATH’S TALE” (238)

• • • •

*But by my thrift [an oath: By my fortune!],  
yet shal I blere hir ye,  
For al the sleighte in hir philosophye.*

CHAUCER, *CANTERBURY TALES*, “THE REEVE’S TALE” (4049–50)

• • • •

### *The Way to Thrift*

THE TITLE OF A POEM, IN WHICH A MOTHER ADVISES HER DAUGHTER ON THE WAYS OF WISE LIVING, LATE FOURTEENTH CENTURY

• • • •

*Now good thрифte [luck, fortune] come unto thee,  
sone deere!*

THOMAS HOCCELEVE, *THE REGIMENT OF PRINCES*, 1411

*Ye prouwd galantts hertless,  
With your hygh cappis witlesse,  
And your schort gownys thрифless [without worth],  
. . . Therfor your thрифte [good fortune] is almost  
don,*

*And with youre long here into your eyen  
Have brought this londe to gret pyne.*

SONGS AND CAROLS, ABOUT 1470

• • • •

### *Slip-thrift*

A GAME INVENTED IN ENGLAND DURING THE REIGN OF KING HENRY VIII

• • • •

In “Slip-thrift”—apparently also called “slide-thrift”—players in the game pushed groats and, later, shillings across a designated area to reach a desired destination. The game may have involved gambling or betting. Versions of this game eventually became known as “shovel-board” and, still later, “shuffle-board.” So these game-players in the mid-sixteenth century were “sliding” and “slipping” (and possibly risking) their “thrift”—that is, their wealth—across the game area.<sup>2</sup>

*There are such dicing-houses, also . . . where young gentlemen dice away their thrift; and where dicing is, there are other follies also.*

HUGH LATIMER, SERMON PREACHED BEFORE KING EDWARD VI, APRIL 12, 1549





THE TORCH-BEARER

Rollin Kirby, 1920

But of course thrift can also mean something quite different from material treasure. In this wonderful saying, also from 1549, we see that thrift, in the sense of ultimate blessing or favor, can also be invoked to call into question the value of material things:

*The entrie unto immortal thrite is throughe losse of transitorie thynges.*

MILES COVERDALE, *ERASMUS' PARAPHRASES*, 1549

.....

Shakespeare, our greatest writer in English, used the word “thrift” in nearly every sense in which



THE PARTING OF THE WAYS

Rollin Kirby, 1920

the word can be used, both to praise and to damn. Here he uses “thrift” to mean good fortune:

*I have a mind presages me such thrift,  
That I should questionless be fortunate!*

WILLIAM SHAKESPEARE, *THE MERCHANT OF VENICE* (I, 1), ABOUT 1596

.....

*Fellow, learn to new-live: the way to thrift  
For thee in grace is a repentant shrift.*

JOHN FORD, *LOVE'S SACRIFICE* (IV, 3), 1633