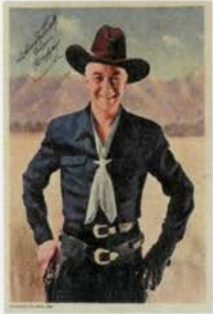




## THE MUSEUM OF WESTERN FILM HISTORY

### Hopalong Cassidy Savings Club



Hopalong Cassidy is a fictional cowboy hero created in 1904 by the author Clarence E. Mulford, who wrote a series of popular short stories and novels which he referred to as the Bar-20 saga. In 1935, the first of 66 movies, starring actor William Boyd, was produced and distributed by Paramount transforming the stories into an immensely popular film series.

Although Boyd's portrayal of Hopalong Cassidy made him very wealthy, he believed that it was his duty to help strengthen his "friends" – America's youth. The actor refused to license his name for products he viewed as unsuitable or dangerous and turned down personal appearances at which his friends would be charged admission.

One of the most successful promotional and merchandising themes spoke to Boyd's philosophy on life and on screen. Born in Ohio and reared in Tulsa, Oklahoma, Boyd grew up in a conservative lifestyle and recognized the value and importance of saving money.

As his career grew, he recognized and celebrated the "American Spirit" and importance of family values and citizenship. As such, in 1950, Boyd launched the Hopalong Cassidy Savings Club, a promotion for local community banks, to inspire America's youth in building financial responsibility. Soon, banks across the country joined the campaign, many reporting thousands of accounts being opened in the first weeks. As a proud club member you received a Hopalong Cassidy Bank, a Savings Rodeo Badge, an autographed color photo, a personal letter from Hoppy, a Membership Certificate (suitable for framing), a Membership Card, a Club Savings Pass Book, and a Mail Pouch.



As you made additional deposits and climbed the ranks you were rewarded still more with Honor Badges! From the lowly station of Tenderfoot, you could achieve the ranks (in order) of Wrangler, Bulldogger, Bronc Buster, Trail Boss, Straw Boss, and the ultimate accolade available for an underage miser – Bar 20 Foreman (Bar 20 being the name of Hopalong's ranch).

"By becoming a member of Hopalong Cassidy's Savings Club you have shown yourself to be the kind of young American our country needs. When you read your Membership Certificate that you'll find in this thrift kit, you will see that it carries a very important pledge. This is a pledge for clean living and good citizenship. It is also a pledge to earn your own way and to save what you earn. I know you will keep your word about obeying the Club Pledge. So, good luck to you. Keep earning – keep saving – and before long you will be right up there at the top of the savings Rodeo and I'll be sending you my own Bar 20 Foreman's Badge – the true mark of a square shooter."

Your friend, Hoppy