WAR SAVINGS CERTIFICATES



"KEEP THE POT A-BOILIN'!!!

"Serve by Saving"

WHERE DOES YOUR MONEY GO

2

During the year ending March 1942, Canada's War Effort, including aid to Great Britain, will equal nearly 40% of Canada's national income — that is, about 40% of all income received by individuals, such as wages, salaries, and investment returns.

One important effect of all this spending is that many more Canadians will be employed in industries, and others who have always been employed will work longer hours. More work means more income. The question is — what shall we do with this income? We can spend it as we go, taking a chance on the future, retarding our War Effort, inviting inflation and higher taxes — or, we can save, and thus release resources to war use, and have the added satisfaction of building up a financial nest egg for the future.

Illustrations on these pages show what happened to Canada's economy in going from peace to war, and prove the necessity of saving income to lend to our country to the maximum of our individual ability:

During peacetime, some factories and some workers were idle. Other factories were producing, their workers earning income which bought the goods.

When War starts there is a great demand for guns, planes, tanks, uniforms and equipment. Unemployment disappears. All factories are going, one of them working night and day making war material. There is more income to spend, but not more goods to buy.

As War Production is increased we find that new factories have been built. Many more are working night and day on war orders. Women are replacing men. There is still more income to spend but fewer goods to buy than before as production shifts to war.

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NO POSTAGE REQUIRED

Mail to

THE NATIONAL CHAIRMEN,
WAR SAVINGS COMMITTEE,

OTTAWA.

Use this to supplement your regular purchases, or those of other members of your household

| oj your nousenoid | | | | | | |
|-------------------|---|----|----|----|-----------------------------------|-----------------------------|
| 1 | | 2 | 3 | A. | 5 | 6 |
| 7 | employ fore wo a spend ation as the add | 8 | 9 | 10 | 11 | 12 |
| 13 | | 14 | 15 | 16 | Savings Stamps, And then fill ou | e affixed 16 War sign here. |

CERTIFICATES TO BE REGISTERED AS FOLLOWS

| SURNAME | (Family | Name) | T | Print in block | tetters |
|-----------|---------|----------|-------|----------------|-----------|
| | | | | | |
| CHRISTIAN | NAME | (Given 1 | Name) | Print in block | k letters |
| 200 | | | | | |
| | | | | | |

Street Address

City, Town or P.O.

Care should be taken to state clearly the name and address in which you desire Certificates registered. Spell out IN FULL surname (family name) and Christian name (given

A married woman should furnish her own Christian name (not that of her husband). For example:

Correct-WHITE, Mrs. MARGARET F. Incorrect-Mrs. Henry G. White.

| | | | | ificates |
|--------|---------|-------|-------|-----------|
| | | | | during |
| presen | t calen | dar y | year, | if any \$ |

(if under 16 years)

Name of Selling Agent:

Receipt No.

APPLICATION FOR DOMINION OF CANADA WAR SAVINGS CERTIFICATES

N.B.—This application with remittance or stamps may be handed to any bank or post office or mailed in this folder to the National Chairmen, War Savings Committee, Ottawa,

War Savings Cheque or money order in favor of Receiver General of Canada.

Payment enclosed

\$ 5 Certificates at \$ 4

Purchase Price Amount

Number

Signature of

Purchaser

Address

Payment is enclosed as follows:

\$ 25

\$ 50

\$100

\$500

| Date | 0000 0000 0000 war manufactures sto |
|---|-------------------------------------|
| Certificate(s) in the name appearing in the blocked spaces at the left and mail to the registered holder. | |

unemployment results.

Everybody knows that when there are only a few clothes (or any other article) available and everybody has money to spend, prices usually go up. Perhaps not suddenly but they are bound to rise.

THE CHOICE IS SIMPLE





AFTER THE WAR

The army is demobilized



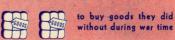
which makes prices go up. It is what economists usually call inflation. Money loses its value.

People cash in savings



so that the money people have to spend and the

goods they can buy are in the same proportions.



and return industry to its peacetime production.







You save now when productive capacity is scarce, to spend another day, when capacity will be available to meet all your needs. The choice between spending now, or saving now and spending later, is the choice between postponement and loss the latter through inflation or taxes.

This folder

Charts Courtesy of Montreal Standard