

WAR SAVINGS CERTIFICATES



Courtesy Walt. Disney

"KEEP THE POT A-BOILIN'!!!

"Serve by Saving"

WHERE DOES YOUR MONEY GO?



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:

PEACETIME ECONOMY



WARTIME—FIRST STAGE



WARTIME—FINAL STAGE



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.

Canada Committee of Montreal Citizens

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