

WAR SAVINGS



COMMITTEE

An Urgent Message

To Every Employer To Every Employee

It is imperative that \$10,000,000 every month be saved from the pay envelopes of wage and salary earners — and invested in War Savings Certificates.

At present, the splendid co-operation of many firms and individuals is resulting in an investment of about \$2,500,000 a month in War Savings Certificates. But with the present course of the war this is not enough — heavier demands for more production require the increased objective of \$10,000,000 a month.

To secure this amount, EVERY employee in Canada must save, and EVERY employer in Canada must encourage his employees to save. This not only applies to those who are sharing in the \$35,000,000 monthly addition to payroll earnings which has resulted from increased business activity during the first year of the war, but to every wage and salary earner in Canada there comes the "Call to Sacrifice".

Some employers are alive to this fact. Many of them are not. Or, if they have the War Savings Plan in operation in their plant or office, their employees are not in it 100%, or are saving in such small amounts as to make it impossible to reach the increased objective of \$10,000,000 each month. This condition must be changed immediately, as only an all-out 100% effort from both employers and employees will do the job required.

This 100% participation must be Canada's answer to Germany, where coercion is used to secure money. We must show the enemy, and show him NOW, that we can do voluntarily what he is doing by coercion.

Why The Help of Every Employer Is Needed

FIRST — Because Canada is at war — a war for survival as a nation. To carry on this war requires a tremendous production of the sinews of war.

SECOND — Because we must not allow our productive capacity to be diverted from our war effort by unnecessary spending.

THIRD — Because to the greatest possible extent, employees must be protected against upsetting post-war readjustments.

Remember, War Savings NOW, will provide a vast backlog of purchasing power for ordinary commodities when the inevitable period of post-war readjustment arrives.

To the extent that savings from pay envelopes are mobilized, there will be a curb upon inflation. If employees spend all of their earnings as fast as they get them, there will be rising prices, inflation and the evils that follow.

How Employers Can Help

Experience shows that the easiest and most convenient way for your employees to save is by a War Savings Payroll Plan. We ask you as an employer — whether you have 5 employees or 25,000 — to instal such a Payroll Plan; and to see that it is carried out effectively for the duration of the war.

So that employees will understand the need for saving we shall send you at intervals small bulletins to put in pay envelopes, and shall publish advertisements frequently in the press giving reasons for savings, telling where the money goes, and how savings vitally affect our war effort. Factory posters will be supplied at intervals. Honour Roll Certificates will be awarded for achieving 75% to 100% of participation by permanent employees. The necessity for regular saving will be constantly impressed upon every man, woman and child in the country.

You as an employer have a grave responsibility. The leadership in your organization must come from you. We count upon you to give this leadership. To get the plan working efficiently will, we know, involve more clerical work, but we must ask you to consider that as part of your contribution to the nation's war effort.

Nothing is more vital to the successful prosecution of Canada's war effort than the mobilization of the nation's savings. It is a gigantic task, but it must be done. We must not fail. And in the fulfillment of this task Canada is relying upon you to do your part.

W. H. SOMERVILLE and de GASPÉ BEAUBIEN, Joint National Chairmen, War Savings Committee, Ottawa.

If we could sit down as man to man and talk about War Savings, we know that you as loyal men and women would strain every nerve to help us do what it is imperative to do to win this war.

Because, in these days you men and women who are the wage and salary earners are really in the "front line". And you are a mighty important part of that "front line" — as producers and savers.

You are striking Hitler as you carry on with your day-by-day work — keeping up vital production for both war and domestic requirements.

In addition, you fire a shot every time you put a dollar into War Savings Certificates. Because some of you don't quite understand the tremendous importance of this, we are talking it over with you — frankly.

Because to defeat our foes — and make no mistake about this — we simply must count upon the pay envelopes of Canada to produce an investment of \$10,000,000 a month in War Savings Certificates. At present, loyal employees in many firms are saving about \$2,500,000 a month in this manner. But this is not enough, as the course of the war is making heavier and heavier demands for the production of military, naval and air supplies and equipment.

The enemy is coercing his people to raise money. We must show the enemy that we can, and that we will, do more by a united voluntary effort than any people can do by coercion.

We can and we shall get \$10,000,000 a month if EVERYONE saves his or her share. There must be no shirking, no putting-off, no "letting George do it". If necessary, you must sacrifice in order to save, for therein lies the path of duty and honour.

Why You Should Save and Lend To Your Country

FIRST, because you are helping to build planes and ships — to furnish guns and ammunition.

SECOND, because you are building a cash reserve for yourself — for your family — for the "after the war" period.

THIRD, because every dollar you spend unnecessarily may take people and machines away from war production and thus help the enemy.

You may ask: "What about the big fellows, what are they doing? What are you getting from them?" Be assured that the government is going after the big money, and getting it. Employers, executives, and wealthy people will tell you that. But, in addition to the big money, you wage and salary earners must lend Canada \$10,000,000 every month.

To buy 25c War Savings Stamps is good; they have their place. Sixteen of these buy a War Savings Certificate. But employees must save in dollars. Stamps alone will not bring \$10,000,000 a month.

No one need go without actual necessities to save, but we urge you not to buy things which compete for labour and materials with war production.

Save Every Dollar You Can—Lend It To Canada

There's that other vital reason for saving. When this war ends, there will be a period of readjustment. Men who now have good jobs may suddenly find themselves out of work or on short time. Let us hope not. But if you have a substantial sum in War Savings Certificates (accumulated while the war is on), you will be able to "stand the gaff" when industry is changing from a war to a peace time basis. You will be eternally glad THEN that you have saved money NOW.

We have sent to every employer the message you see alongside. When your employer asks you to start saving, or to increase your present savings, co-operate with him.

The following table represents an average basis of saving for a group of employees. These figures are only illustrative, of course, as the amount of saving which is possible will vary according to each individual's family and other economic circumstances.

EARNINGS PER WEEK	SAVINGS PER WEEK	WAR SAVINGS CERTIFICATES PURCHASED PER YEAR
up to \$20	up to \$1.00	\$15 to \$65
over \$20 to \$30	\$1.25 to \$2.00	\$80 to \$130
over \$30 to \$40	\$2.25 to \$3.50	\$145 to \$225
over \$40	\$3.75 to \$9.25	\$245 to \$600*

Men and women, you have a grave responsibility. These are indeed critical times, but Canada has confidence in you. We believe that you, as loyal and courageous citizens, will face the facts. We urge you to save your money and buy War Savings Certificates to see our country through to victory.

WAR SAVINGS CERTIFICATES

- Provide a safe investment — a direct obligation of the Dominion of Canada.
- Provide a good return — your investment increases by 25% by maturity.
- Are sold in convenient denominations: \$5 for \$4, \$10 for \$8, \$25 for \$20, \$50 for \$40, \$100 for \$80.
- May be redeemed at option of registered owner, after six months from date of issue at an established scale of values.

War Savings Stamps provide a convenient method for the purchase of War Savings Certificates by instalments