

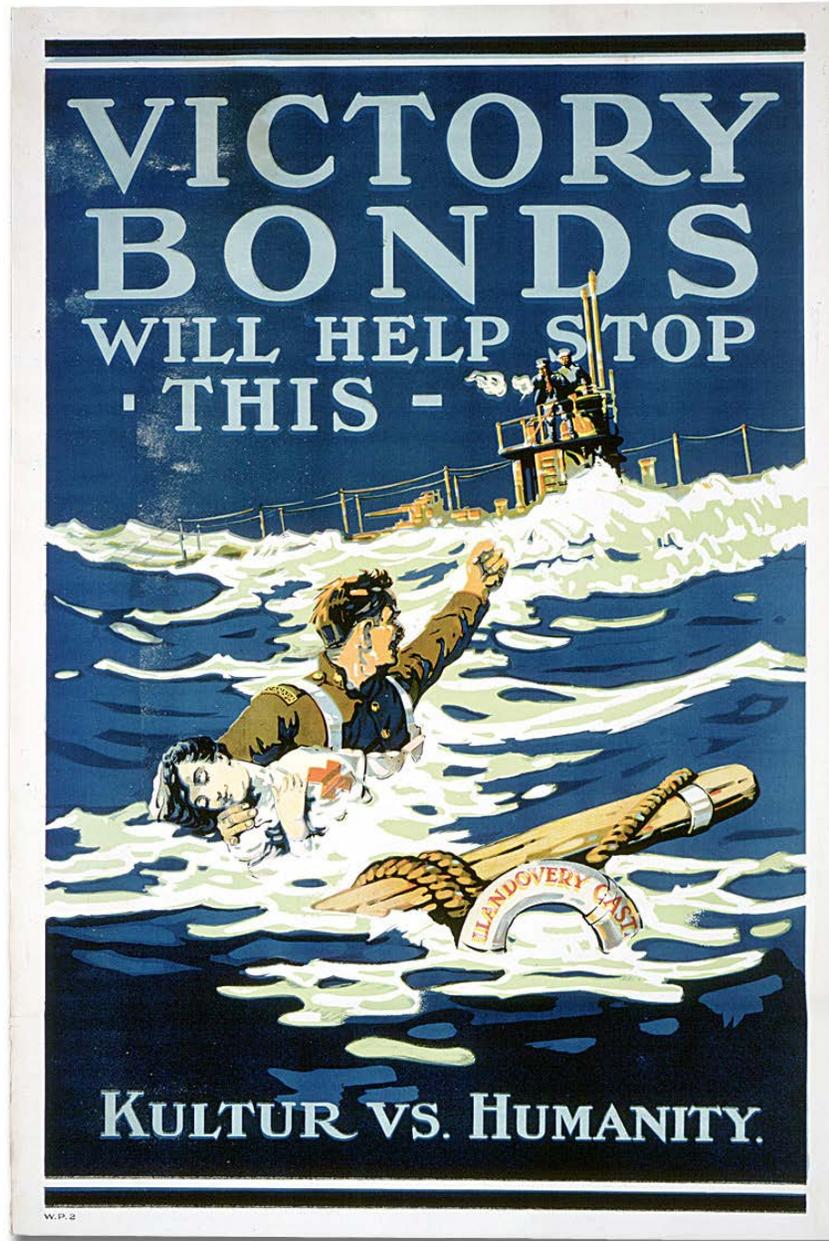
Supporting the War Effort

Document A:

By 1918, the war effort was costing Canada about \$2.5 million daily. The government launched several initiatives to cover these costs.

- Canadians were urged to buy Victory Bonds. The government raised close to \$2 billion through these bonds, which Canadians could cash in for a profit when the war was over.
- Honour rationing was introduced to help combat shortages on the home front. Canadians used less butter and sugar, and the government introduced “Meatless Fridays” and “Fuel-less Sundays” to conserve supplies.
- In 1917, the Canadian government introduced income tax—a measure that was supposed to be temporary. Affluent individuals and families had to pay a tax of between 1 and 15 percent of their income.
- A corporate tax was also introduced, charging businesses four percent of their revenues. Many Canadians thought this was too low, considering the profits some companies made during the war.

Despite these efforts, the government still did not raise enough money to cover the costs of the war effort. It had to borrow money from other countries, in particular the United States, to pay its debts.



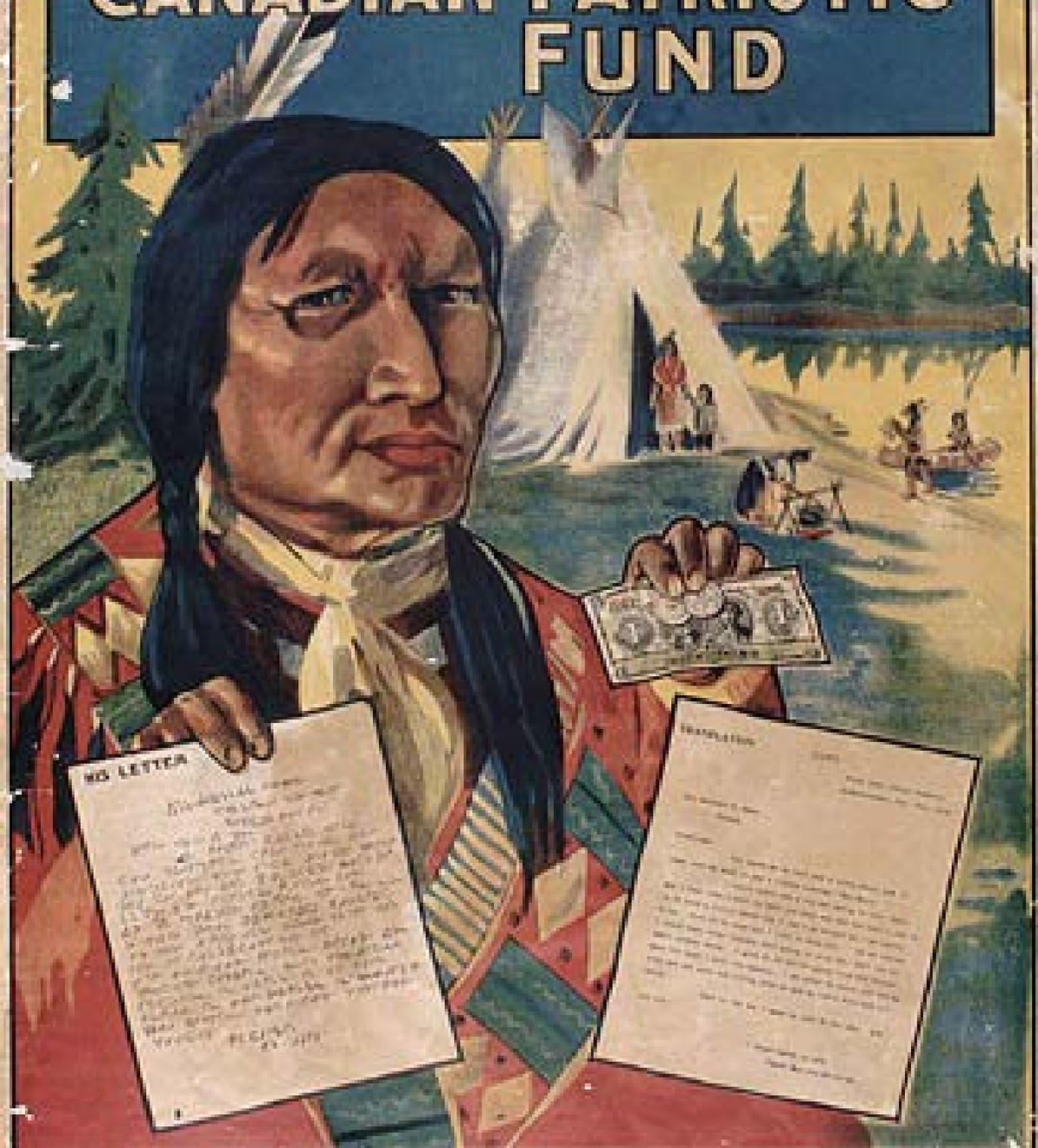
Victory Bonds

Total domestic bond purchases during the war exceeded \$2 billion, ten times the amount of money raised abroad. Canada had financed the war by incurring more than \$2 billion in debt, thereby passing the war's costs to future generations, but it owed most of this money to Canadian citizens, not foreign lenders. The success of the "victory bond" campaign would be repeated during the Second World War. Today's Canada Savings Bonds are the direct descendents of these wartime efforts.



Bring him Home
with the
Victory Loan

MOO-CHE-WE-IN-ES.
PALE FACE, MY SKIN IS DARK
BUT MY HEART IS WHITE.
FOR I ALSO GIVE TO
**CANADIAN PATRIOTIC
FUND**



FIGHT WITH FOOD



The fate of Europe, so far as food supply is a vital condition of Victory for the Allies, depends on conservation on the North American continent during the next four months. In Canada important steps have already been taken and additional measures are under preparation to save essential foodstuffs needed overseas. Their effectiveness depends upon the active, individual co-operation of the public.

Exports of wheat from this continent since January 1st have been far below the 18,000,000 bushels monthly which were promised, and increased export of wheat substitutes has not been sufficient to make up the deficiency. Every pound of food that is saved from normal consumption in this country will increase by that amount the supply available for export. Every pound is urgently needed. Lord Rhondda cables: "We cannot achieve victory without food."

Some people may doubt the importance of the food saving of a population less than 8,000,000 people, but Canada's saving added to the saving of the United States will be very large, and if conservation is practised to the utmost on the entire North American continent, the amount saved will be sufficient to support the Allies until their next harvest. An obligation, direct and personal, rests upon every Canadian to use less of the foods our soldiers and Allies need.

Eat Less

WHEAT

(including Bread and all other wheat products.)

MEAT

(The soldiers and war workers need it more than we do.)

DAIRY PRODUCTS

These contain fats which are urgently needed by our soldiers and allies.

BEANS

(These are highly concentrated foods which should largely be reserved for the fighting men.)

THIS SPACE TO BE

LIMITED TO ADVERTISEMENTS

OF FISH, VEGETABLES,

CEREALS OTHER THAN

WHEAT, OR FRUITS

Substitute

FISH

Eat at least 1 pound per person per week. Fish is the best and cheapest substitute for meat.

VEGETABLES

(including potatoes, carrots, onions and turnips.) They are wholesome, plentiful and cheap.

OTHER CEREALS

(Corn, oats, rice, buck-wheat and barley.) They should be used instead of wheat.

FRUITS

These are conducive to health and their use helps to save other foods for export.

"The food crisis is grave and urgent beyond possibility of exaggeration"

— SIR ROBERT BORDEN

REMEMBER THE NEEDS OF OUR SOLDIERS AND ALLIES

Are YOU breaking the Law?



**CANADA
FOOD BOARD
ORDER**

FOOD HOARDERS
Fines \$100⁰⁰ to \$1000⁰⁰
or
3 months Prison
or
Both



PATRIOTIC CANADIANS WILL NOT HOARD FOOD

*Come into the
Garden Dad!*



grow
POTATOES
BEANS
PEAS
ONIONS

**MAKE THIS SUMMER'S
GARDEN PROVIDE
NEXT WINTER'S
VEGETABLES**

CANADA FOOD BOARD

How to Live in WarTime



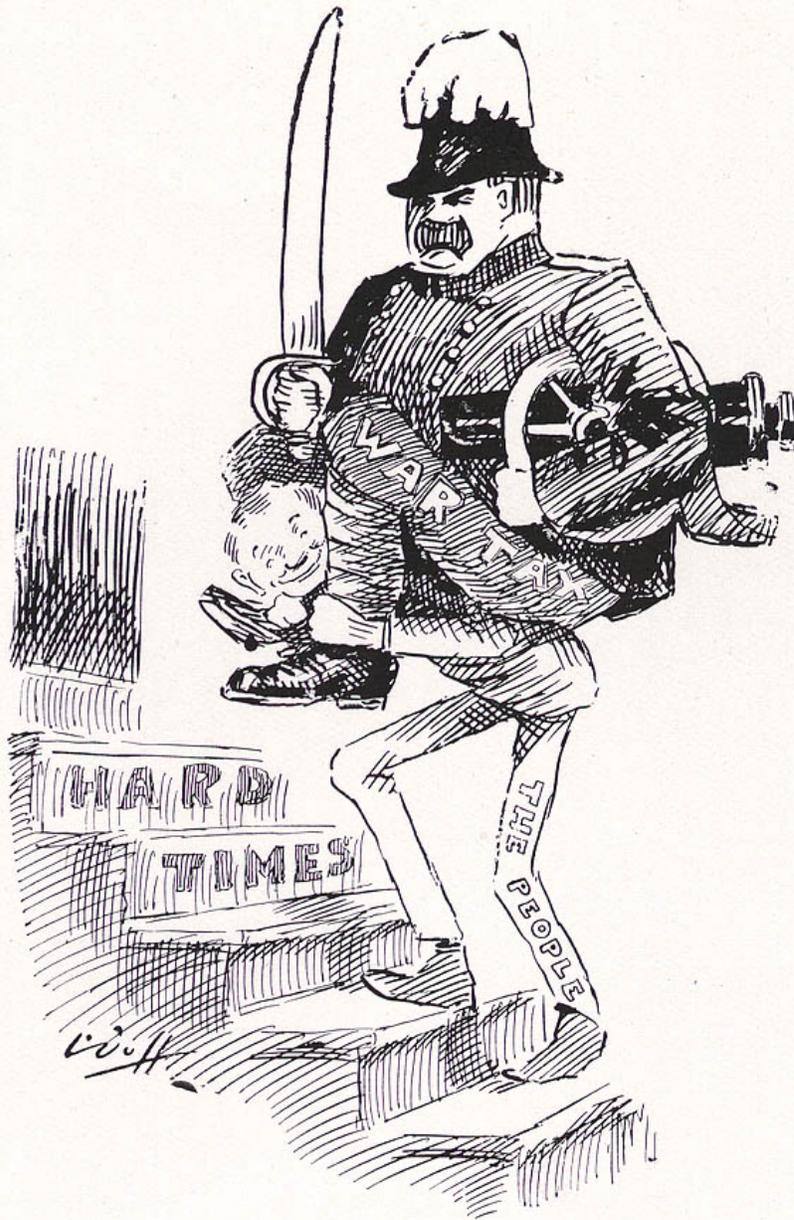
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http://wartimecanada.ca/sites/default/files/documents/How%20to%20Live_0.pdf



GRIN AND BEAR IT

Grin and Bear It

Canadians were subject to numerous "temporary" taxes to help the Canadian Government fund the War effort. By the end of the First World War, an additional penny, or two, levy could be found on everything from stamps to tobacco. This caricature depicts a typical Canadian saddled with the additional burden of war taxes.