

FUNDRAISING FOR WW1 THROUGH THE POST OFFICE

The cost of waging war is high in many ways, from loss of life to the cost of food and equipment. During the four years of the "Great War" Canada sent 600,000 soldiers overseas, of whom 60,000 never returned, and spent nearly \$1.6 billion. By 1918 the costs were over a million dollars a day. To raise funds the government took several steps. In 1915 taxes were applied to a variety of goods, including a one cent war tax on stamps, and the infamous "temporary" Income Tax in 1917. War loans in 1915-17 raised \$336 million, and were followed by Victory loans in 1917. The Victory bonds however cost a minimum of \$50, a large sum of money to the average working family which few could afford, so the Thrift and Savings Certificates were introduced in 1919 to allow the average Canadian a mechanism to save enough to buy the Victory bonds.

This four frame exhibit breaks down the main strategies for promotion of the fundraising efforts. The first frame highlights the development of the Thrift and Savings stamps, with a variety of Essays and Proofs in both the 25 cent Thrift stamp and the \$5 Savings stamp, and a poster which highlights the origin of the center image of both the 25 cent and the \$5 stamp..

The second frame shows the actual Thrift and Savings stamps of December 1918-19, which are notable for their rarity such as a 25 cent French Thrift stamp, along with the Thrift and Savings cards in which these stamps were placed. A rare correctly used, Savings card highlights the frame, in addition to the French stamp. The frame also contains an original poster made in 1918 to promote the purchase of Thrift and Savings stamps.

Frame three shows a variety of Cinderella labels made to promote the savings for the war effort, and an original poster promoting the individual purchase of Thrift stamps.

In the final frame we see Slogan cancels in English, and in some cases French, which had been first used in 1917 to promote Savings Certificates; in 1918 and 1919 to promote Victory Loans; and in 1919-20 to promote War Savings stamps. This frame also contains commercial promotional material ,and an additional poster to promote saving for the war effort.

Rarer items can be identified by their green matte background.

PLAN

Frame 1

- 1.0 – Introduction and Index
- 1.1 – Essays of 25c Thrift stamp
- 1.2 – Essays of \$5 Saving Stamps
- 1.3 – Proofs
- 1.4 – Poster

Frame 2

- 2.1 – 25c Thrift Stamp
- 2.2 – Thrift Card
- 2.3 – \$5 Saving Stamp
- 2.4 – Savings Card
- 2.4 – Poster

Frame 3

- 3.1 – Savings Labels
- 3.2 – Victory Labels
- 3.3 – Poster

Frame 4

- 4.1 – Slogan Postmarks
- 4.2 – Poster