

Advertising poster

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Advertising poster for war savings during World War II, in French.

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Artiste / Auteur Casson, A. J.

Date 1939 c

Medium and Support ink, paper

Measurements 45,5 x 30,5 cm

Historical context

The Second World War had a profound effect on Canadian, Western and world history. On September 3, 1939, France and Britain declared war on Nazi Germany, after the latter had invaded Poland two days earlier. Canada entered the war on September 10. During the six years of the conflict, more than a million Canadians, including tens of thousands of conscripts, fought in Europe. Of these, 43,000 lost their lives and 50,000 were wounded.

To finance the war effort, the Canadian government borrowed capital on the financial markets, considerably increasing the country's debt. It also turned to Canadian businesses, citizens and households, not only by raising taxes, but also by encouraging them to buy victory bonds or, in the case of the poster opposite, war savings. To fill the coffers of the Canadian state and enable it to pay for major military expenditures, Canadians were invited to forego luxuries and other superfluous needs and invest massively in war savings certificates, thus making their contribution to the victory of Canada and the Allies.