

“Waste Not, Want Not”

“Waste not want not.” That is an old proverb which we forget all about in Canada during the boom periods before the war. What a lot we wasted. The founder of the great Coleman mustard factory was once asked how his firm amassed such huge fortunes out of the little piece of mustard people ate. He replied: “We didn’t. We made our money out of what people left on their plates.”

Before the war we wasted enough food in Canada to pay our then national debt in a single year. We tried to save food during the war, and our exports of food for the year ending March 31, 1918, were \$710,619,400 as against only \$187,011,300 in the first year of the war. Over \$500,000,000 saving in a single year in food, and that a bad crop year.

What do we waste in this country in money? If we saved a few dollars how much have we wasted in wild cat speculation? The Thrift Campaign is to ask us to go on saving—**SAVING OUR QUARTERS AND TO PUT THEM IN A SAFE PLACE AT 4½%**. Buy a 25c Thrift Stamp by walking, instead of riding, by denying ourselves some little unnecessary luxury. **GET THE HABIT OF SAVING.** We have had the wasting habit because money seemed to come easy, but has it not seemed to go easier? Soon prices will go down. Are we going back to the old habit of waste? The country will need finances. Every \$100 borrowed abroad means a loss on exchange and a yearly sum going out of the country. Save a little and lend it to yourselves. You will gain by saving, and your savings will save you money as a unit in the nation. When old age comes Thrift will make it easier. We owe much to the boys who went to France. We shall owe more to them if the war and its duties turn us from a nation of wasters to a nation of Thrift.

Fort William people can buy W. S. S. and Thrift Stamps at most any store, all banks and P. O.

Local Headquarters, Grain Exchange Building

THE NATIONAL WAR SAVINGS COMMITTEE