

2. Thrift and the Doctrine of Labor and Materials.

All the dollars in the world could not buy Victory; because Victory is not purchasable—it is won. Dollars can work for Victory only in so far as they are converted into Labor and Materials. A dollar hoarded is a slacker; a dollar wasted is a traitor; a dollar saved is a patriot; for a hoarded dollar represents idle power; a wasted dollar represents wasted power; a dollar saved represents power saved, labor saved, materials saved—it represented power, labor, and materials in action, on the firing line, over the top. And more—it represents reserve power, energy stored, purchasing power conserved, for its owner.

3. Thrift is Construction and Reconstruction.

Wherever there is destruction of property, thrift must replace it. Waste is waste and cannot be recovered. Insurance does not replace loss, it simply distributes it. The house burned down is gone. The owner may build another from the proceeds of his fire insurance policy, but the loss is there just the same, borne by the many instead of one. War, like fire, destroys. Thrift alone can build up what war tears down. Whatever of good can be gleaned from a disaster, it is the duty everyone to glean.

4. Thrifty Children Make Good Citizens.

The first value a child should learn is the value of the proper use of money. Through this lesson he will learn other values—the value of self-reliance, self-control, self-respect. He will learn the value of education, citizenship, democracy, freedom. Greatness often has its roots in a penny bank.

5. Set the Thrift Pace Yourself.

Emulation—the desire to keep up or to excel the standard of living of another—is one of the great inducements to needless spending. You want this because he has it. You can't do without that because she won't. Now is the time to lend. Let it be said of you, "He has done without, so can I." The force of example, which has done so much to make us thriftless, is the same force now that will make us thrifty.

How have Victory Bonds encouraged thrift. Many Canadians who had never saved a dollar before now own Victory Bonds and have created their first "nest egg." They have learned the pleasure and benefits of saving and, by buying Bonds, have not only helped win the war, but have helped themselves and their families. Thousands of Canadians, for instance, bought Bonds last year and paid for them in cash because they had no bank accounts.