



**SUPPLY  
LINE**

This red apron was part of the uniform for Miss Canada volunteers. These girls and young women helped raise money for the war effort by selling 25-cent War Savings Stamps to Canadians.

Reproduction

Second World War Discovery Box

Artifact Backgrounder

## Miss Canada Apron



Miss Canada Apron © Canadian War Museum

### Helping the War Effort

During the Second World War, Canada needed money for its war effort. Part of the cost was covered by higher taxes. Canadians were also urged to buy War Savings Certificates and Victory Bonds. This allowed Canadians to help fund the war effort, while also saving for the future.

Canadians who bought the certificates and bonds could redeem them at a later date. They would be paid back the money they had invested, plus interest.

### War Savings Stamps

War Savings Stamps made it possible to purchase War Savings Certificates bit by bit. People collected the stamps in special booklets. A filled page held four dollars' worth of stamps,

and could be exchanged for one War Savings Certificate. The certificate was redeemed for five dollars at a later date.

## Miss Canada Volunteers

Miss Canada volunteers were girls and young women who sold War Savings Stamps. They were part of a national program. Wearing brightly coloured uniforms, they would sell the stamps in public locations, including stores and on the streets, as well as going door to door.

The apron was made of red cotton, printed with a maple leaf and “Miss Canada.” Volunteers also wore a military-style blue cloth wedge cap with two buttons. The cap reflected the influence of military uniforms on wartime fashion, while making a visual connection between the volunteers and the war effort.

Becoming a Miss Canada volunteer gave girls and young women an important role in the war effort, but they did more than raise funds. Their enthusiasm boosted Canadian spirits and support for the war. Featured in advertisements and **propaganda** posters, they encouraged Canadians to buy War Savings Stamps regularly.

## Did You Know?

The funds these stamps raised helped cover the cost of the war.

Canadians spent \$318 million on War Savings Stamps and Certificates during the Second World War. This was part of a much larger effort. Altogether, Canadians bought more than \$9 billion worth of bonds, certificates and stamps.

## Vocabulary

### Propaganda :

Information designed to influence people, used by all countries during the Second World War. Canadian propaganda encouraged enlistment and support for the war effort.