

*Entrez dans le*

**CLUB  
DES**

**25**



*Ce joli livret est donné  
Grat<sup>is</sup> aux membres*



*Achetez un  
Timbre d'Épargne de guerre Maintenant  
et devenez membre "LIVRET DU CIVISME"*

## Poster – Club des 25 (The 25 Club)

Posters like this encouraged Canadians to join the '25 Club' by buying War Savings Stamps.

The stamps – sold to raise money for the war effort – cost 25 cents each. Sold in part by young women wearing colourful 'Miss Canada' aprons and hats, every four dollars' worth of stamps would yield five dollars after the war's end.

Canadian War Museum 1979O385-146

### Transcription

Join the 25 Club

This useful book free to members

Buy a War Savings Stamp and join now  
"Book of the Year"