**VICTORY BONDS**

 *To fight the war, the Canadian government needed money to train, transport, feed, equip, and pay soldiers, and to build ships, armoured vehicles, airplanes and weapons. At its height, WWI was costing the Canadian government about $1 million a day.*

 *To raise money, the government sold Victory Bonds. People who bought them were lending money to the government. In return, bondholders were promised that, at the end of a fixed term, they would get their money back with interest.*

 *Buying bonds was voluntary, so the government launched advertising campaigns to encourage Canadians to buy them. The first bond drive, which was expected to raise $50 million, raised $100 million.*

**WWI GOVERNMENT TAXES**

 *To ensure that Canada would have enough money to pay for WWI costs, it introduced a new tax on income in 1917. All Canadians who had a pay check would have to have some taken off for the government to use.*

 *The income tax was supposed to be a temporary measure that would end when the war was over. But once the war ended the tax stayed in play and is still used today.*

**PROPAGANDA**

 *Propaganda is the systematic effort to shape someone’s beliefs to achieve a specific goal. During WWI, Prime Minister Robert Borden’s government used propaganda to keep Canadian patriotism high. Posters played the key role in this effort. Posters were used to encourage people to buy Victory Bonds, join the war, work harder, and even change what they eat so food could be sent overseas.*

 *Artists were hired to make the most effective images for the posters, which focused on duty to the country, protecting loved ones, and defeating the enemy. You couldn’t walk down the street in WWI without seeing hundreds of pieces of propaganda.*

 *Propaganda had a negative side though. Some posters promoted hatred of the people of the enemy countries and shamed Canadians who did not seem to be doing their share.*

**WOMEN’S CHANGING ROLES**

 *In 1914, some women worked outside the home, but their job choices were limited. The “appropriate” jobs for women were usually teaching, domestic work, and low-skilled factory work.*

 *But when men signed up, many more women stepped in to a working role. Some ran farms and businesses, while others went to factories doing highly skilled work, such as making munitions.*

 *Conditions were not easy for these women. At first, labour unions resisted because they wanted to protect jobs for men. Women also found themselves doing the same jobs as men – but for a fraction of the pay.*

 *Women’s new jobs were considered temporary. When men returned from war, they would take back their jobs. But many women would no longer be satisfied to play only their traditional role as wives, mothers, and domestic workers.*

**WAR MEASURES ACT**

 *In 1914, the Canadian government passed the War Measures Act. This law gave the federal government the ability to act VERY quickly with the kind of emergency situations it faced during WWI.*

 *The act gave the government the power to pass laws without the approval of Parliament while Canada was at war. The government could also overrule laws, censor the news, tell manufacturers and farmers what they MUST make, imprison people without trial, and label some people as enemies of Canada.*

**ENEMY ALIENS**

*Some people feared that German, Austro-Hungarian, and Ukrainian immigrants could become spies who might sabotage the war effort in Canada. Some of these immigrants were fairly new, yet many had been in Canada for generations. As a result of our fears, the government used the power of the War Measures Act to label* ***800000*** *people* ***enemy aliens*** *– people who had come from an enemy country – and had their rights severely restricted.*

 *Many so-called enemy aliens were forced to carry identification cards and report to authorities regularly. More than 8500 people were placed in internment camps and forced to build roads and railways, work mines, and clear land.*

 *During WWI, 400000 Canadians of German decent were the 3rd largest ethnic group in Canada (after French and English). But schools began to prohibit the German language, German-language newspapers were banned, some German-Canadians were simply fired from their jobs. In some places riots broke out and people destroyed German-owned shops. Even the town of Berlin, Ontario was renamed Kitchener.*