

Inflation isn't someone else's problem.

Neither is fighting it.

The inflation rate in Canada has improved over the past couple of years, thanks to the efforts of Canadians who recognized the dangers of spiralling prices and wages. The moderation has helped and it's a good thing it happened, as we all know from the fears we were experiencing back in 1974-75. We're doing better, but we can't be satisfied. Inflation still exists and it hurts. Ask the poor, the pensioners, the Canadians who have worked hard for years to build up some retirement savings—they know better than anyone how truly critical this problem can be.

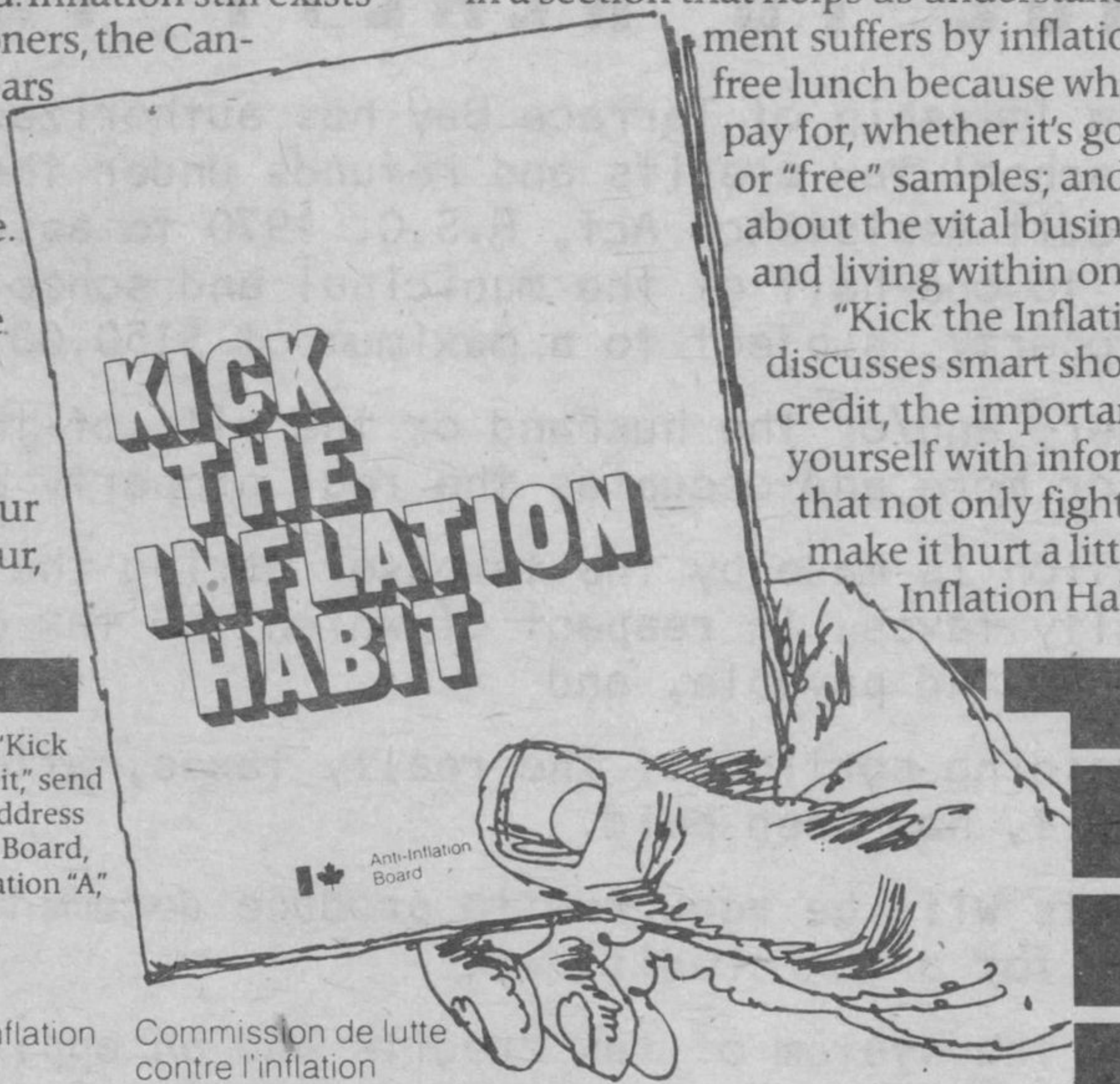
A serious part of the overall problem is the popular belief that the rate of inflation can't be influenced by individuals. That's just not true.

Inflation exists as a result of all our actions; it will be beaten by all our actions, including government, labour, business, and yes—individuals.

We have to work together in a co-operative effort to fight inflation. The more we know about it, the better we can handle it.

Learn more about inflation, why it happens, what it is, and what you can do to fight it, send for "Kick the Inflation Habit." You'll find out how inflation steals jobs in a section that helps us understand how employment suffers by inflation; that there's no free lunch because whatever we get, we pay for, whether it's government services or "free" samples; and it will tell you about the vital business of budgeting and living within one's means.

"Kick the Inflation Habit" also discusses smart shopping, wise use of credit, the importance of arming yourself with information—all things that not only fight inflation, they make it hurt a little less. "Kick the Inflation Habit"...now.



For your copy of "Kick the Inflation Habit," send your name and address to: Anti-Inflation Board, P.O. Box 4260, Station "A," Toronto, Ontario M5W 1V9.



Anti-Inflation Board

Commission de lutte contre l'inflation

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