



# Barry Lawrence Ruderman Antique Maps Inc.

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## Illustrated Map of the Holy Land For Use In Schools Issued by the National Savings Movement

**Stock#:** 43956  
**Map Maker:** Mahoney  
**Date:** 1950 circa  
**Place:** London  
**Color:** Color  
**Condition:** VG+  
**Size:** 29 x 39 inches  
**Price:** \$ 375.00



### Description:

Fine pictorial / historical map of the Holy Land, issued by the National Savings Movement.

We note that the map is signed by Mahoney, whose name appears on at least one other poster published by the National Savings Movement.

A wide range of printed and other ephemera exist for the movement including leaflets, membership certificates, posters in the popular styles of the period, savings stamps and enamel badges awarded to members for long service.

The National Savings Movement was a British mass savings movement that operated between 1916 and 1978 and was used to finance the deficit of government spending over tax revenues. The movement was



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instrumental during World War II in raising funds to support the war effort. In peacetime the movement provided an easy and safe way for ordinary people to save small sums of money. The movement grew to around 7 million members before ceasing during the 1970s as more modern methods of saving took over. Savings products promoted by the movement typically offered a low level of return but the safety of a government guarantee.

One of the early symbols of the movement was the swastika, but this was replaced with an image of St. George slaying the dragon before the start of the Second World War after the swastika was adopted by Nazi Germany.

We were not able to locate any other examples of this map.

**Detailed Condition:**