

While the preceeding statements explain themselves to a large degree, it may be well to draw attention to these facts:

- 1.—That the ADMINISTRATION expenses are . . . NIL
- 2.—That the cost of Rent, Stationery, cables, telegrams, postage, (including all circulars and receipts issued) clerical salaries and wages including the sorting and packing of goods, less interest allowed on bank balances, amount only to a remarkably low percentage on the donations received, viz .234% (That is to say less than 25 cents in each \$100.)

As to advertising the necessity and wisdom of having recourse to paid for publicity in the newspapers are clearly demonstrated by the fact that during such time as no publicity was carried on donations fell to as low as \$3,000 per month, whereas with advertising donations soared to as high as \$75,000 in one month. The cost of such advertising has amounted to 2.14% on the donations received.

The Central Executive Committee feel it is their duty as trustees of the moneys generously donated by the people of Canada to thus make public the result of their trust.

In the carrying out of this trust it has been the policy of the Committee to spend the money donated by Canadians for the purchase in Canada of Canadian produce or Canadian made goods. The cargoes sent out — whenever possible — have been shipped from a Canadian port.

It has been their policy also to carry on the work in the most effective manner possible and in the most economical manner possible; this latter point is clearly proved by the percentages shown above. In the carrying out of this policy of effectiveness and economy they are indebted to the Provincial and various Committees and sub-committees which with unselfish enthusiasm and unbounded energy undertook the work of making better known the needs of Belgium and collecting, accounting for and remitting to the Central Executive Committee the proceeds of their successful efforts; to the Canadian Press, which devoted so much space to the dissemination of news concerning the appalling position of the Belgians and gave such valuable support to the Belgian Cause; and to the many individuals, Companies, and organizations which gave them such generous and efficacious help.

Thanks, grateful thanks are due to that great body of generous big hearted Canadians — men, women and children — who have so spontaneously and generously given, who have helped in the great endeavour to keep the tears away from mothers' eyes and to keep the children smiling.

But the work is not over—the cup of misery and distress is still overflowing and Canada will no doubt continue to show her sincere and practical sympathy with the martyred nation in Europe.