

Features Committee, in addition to the officers of the Dominion Publicity Committee.

Sir Henry Drayton emphasized the necessity for the loan for the purpose of meeting Canada's war obligations, and to establish credits in Canada in order to preserve the industrial and agricultural life of the country. He was confident that the loan would be heavily subscribed, and that for the purpose of raising it there would be no political or provincial lines in the Dominion. He praised the campaign organizers for their efforts in previous loans and was confident that with an organization this year similar to those of other campaigns, the loan would be a success. E. R. Wood referred to the fact that there were patriotic as well as business reasons why everyone should subscribe to the Victory loan, 1919. He assured Sir Henry that when the campaign closed, it would be as big a success as

previous loans, and expressed the opinion that with the organization that was being perfected, the loan could not help but be a success. W. J. Taylor referred to the advertising and publicity campaigns being carried on in the newspapers with the co-operation of the Canadian Press Association. The organization was explained, and he was confident that the press of the country could be relied upon in supporting the Victory loan this year as it had in the past.

Alberta

Owing to the poor crops in many parts of the west, the quotas of the prairie provinces may be less proportionally this year. Confidence is expressed, however, in their ability to subscribe large sums again this year.

A preliminary meeting for southern Alberta was held in Calgary on September 5th, at which William Toole presided. The Hon. C. R. Mitchell was elected provincial

appointed as follows: Wm. Toole, P. L. Naismith, T. A. Hornibrook, C. P. McQueen, G. A. Robinson, J. B. Sutherland, John R. McFarland, Walter Robie, R. A. Darker, J. W. Davidson, J. L. Hunt, H. L. Kenny, L. W. Roberts, Sydney Kidd, A. McTeer, W. F. W. Lent, G. T. C. Robinson, F. W. Harvey, J. H. Woods, Wm. Davidson, H. W. Wood, Eugene Coste, S. J. Shepherd, W. S. Woods, S. G. Petley, Lieut.-Col. Drummond, Wm. Cousins, Wm. Arden, P. Burns, A. E. Cross, R. J. Lydiatt, Geo. L. Peet, Edmund Taylor, Ald. Fred White, Geo. F. Tull, F. W. Hess, Hal. Middleton, C. A. Lar-mour, Dr. M. C. Costello, Dr. A. M. Scott, P. A. Wintemute. This committee will appoint the executive and other special committees.

Plans for the campaign in northern Alberta were prepared at a meeting held in Edmonton on September 4th. The following were elected to the executive committee: Hon. C. R. Mitchell, provincial chairman; James Ramsey, chairman for northern Alberta; H. M. E. Evans, vice-chairman; W. Ross Alger, secretary; S. R. Peden, treasurer; M. J. Hutchison, chairman Publicity Committee; Capt. G. D. Hunt, H. D. Heaney, H. M. Martin, L. A. Darby, F. B. Matthews, E. F. Racey, N. A. Hilburn, K. W. Townshend, M. R. Jennings, appointed from Ottawa. On the finance committee were named: A. E. Scrace, G. H. Gowan, A. M. Frith, G. R. Peden, W. Ross Alger.

Saskatchewan

Preliminary organization for the forthcoming loan in Saskatchewan was effected at a conference in Regina on September 12th. Hon. C. A. Dunning, provincial treasurer, was elected honorary chairman of the Victory loan committee, and D. M. Balfour, of Regina, chairman. J. O. Hettle, of Saskatoon, and J. H. Kern, of Moose Jaw, were elected vice-chairmen, and S. W. Harris was chosen secretary of the meeting. It was felt that Saskatchewan would have no difficulty in raising its objective of \$17,000,000, provided everyone was prepared to get behind the campaign from the first and stay with it until the last available dollar was rounded up. While there was not the stimulus of the war this year to assist the campaigners, it was explained that the need was just as great if Canada was to do its duty to the returned soldiers, and meet its financial obligations.

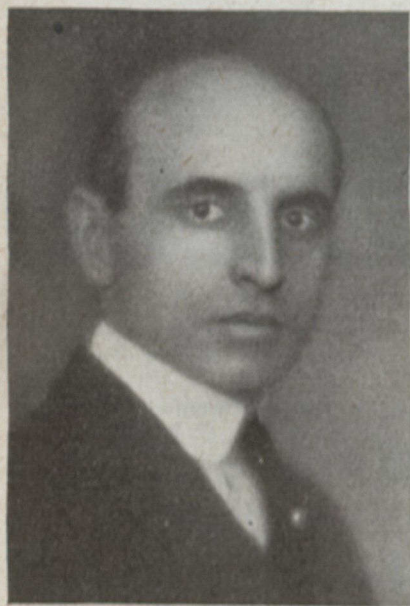
It was the consensus of opinion that intensive organization should not be carried out in those areas in the province which had been particularly hard hit through drought. It was decided, however, that an opportunity should be given all those in these areas who had means to subscribe to the loan if they wished to do so.

In discussing the loan, Mr. Dunning stated that it was being launched for the purpose of raising \$350,000,000. There were several important points touched upon by Hon. Mr. Dunning, relative to the changed position which the country found itself in this year as compared with last, the war being over, and some parts of the province faced with drought. Partly owing to the fact that the war was over, Mr. Dunning felt that the organization could not depend so much this year on voluntary assistance. While it was the desire to utilize voluntary help as much as possible there



J. H. GUNDY,
Chairman, Dominion Special Subscriptions Committee

previous loans, and expressed the opinion that with the organization that was being perfected, the loan could not help but be a success. W. J. Taylor referred to the advertising and publicity campaigns being carried on in the newspapers with the co-operation of the Canadian Press Association. The organization was explained, and he was confident that the press of the country could be relied upon in supporting the Victory loan this year as it had in the past.



W. S. HODGENS,
Chairman, Dominion Business Committee

chairman, and Edmund Taylor, chairman for southern Alberta. Other officers for southern Alberta are: F. M. Harvey, treasurer; Donald McLean, secretary; E. Willis, chairman of Publicity Committee; and J. H. Woods, chairman of Press Publicity Committee. The General Committee



W. N. MCILWRAITH,
Chairman, Dominion Publicity Committee