

The Advertising Campaign

THOUSANDS of people had already subscribed to the Patriotic Fund in the earlier campaigns. The general objects were known and carried conviction. As the publicity manager expresses it, there was no necessity for the "sob stuff" used in the earlier campaigns and no justification for it, for the fund was there to see that neglect did not happen. What had to be shown was that the money subscribed had been economically administered and that more was needed. The history of the fund, the facts that interest on its bank balances had more than paid its cost in Montreal, and that the work was practically all volunteer, were crystallized into a general slogan,

"EVERY CENT OF EVERY DOLLAR HAS GONE
TO THOSE FOR WHOM IT WAS INTENDED."

It was an appeal to one of the oldest and most naïve prejudices in public giving; for, of course, the outstanding achievement of the relief work in Montreal had been not so much that every dollar turned in went into some family budget, but that with every dollar that went to a family there went, at a low estimate, at least a dollar's worth of volunteer service, which in many cases meant far more than money value in family rehabilitation and succor. But in this instance the appeal was in keeping with the spirit of the financial campaign itself, an appeal to business men by business men, who donated the "overhead," dropped everything else for five days, and raised more than \$4,000,000 at an actual net outlay of \$4,180, or one-tenth of 1 per cent.

Taking its title from some of the successful war loans, this was a "victory campaign." But along with the economy note there was another of sacrifice which raised the cry,

"GIVE UNTIL IT HURTS."

There were two preliminary days of advertising, Friday's a straight war appeal with a "tank" at the top, and a brutal verse at the bottom; Saturday's, with a sentimental turn, an appeal to old subscribers to renew and increase their subscriptions.

Monday's advertising, the beginning of the actual campaign, head-lined self-denial week entered upon by the women of Montreal. Tuesday's stressed patriotism with the flags of France and England and the phrase