

# Display Advertising Division

## Of Press Publicity In Connection With

### Canada's Victory Loan, 1918

**T**HE display advertising campaign in connection with Canada's Victory Loan 1918 was divided into three sections, viz.: an appeal to practice thrift, educational copy regarding the loan itself, and inspirational and selling copy during the period in which the bonds were being sold.

The campaign began on September 7, 1918, with a series of advertisements appealing to the people of Canada to practice self denial and thrift in order that they might have as much money as possible to lend to their country to enable Canada to carry on her part in the war. This series of advertisements covered a period of five weeks, and was followed by another series commencing on October 12th in which the appeal was related more particularly to the forthcoming loan. In this second series information was given as to the use made of the previous Victory Loan, as to why another Victory Loan was necessary, as to the relation between war efficiency and national prosperity and as to the meaning and security behind Canada's Victory Bonds. Throughout these educational advertisements emotional and inspirational advertisements dealing with the causes and objects of the war and the sacrifices made by Canada's soldiers and their families, were interspersed. This series in turn was followed by the selling advertisements, publication of which commenced on October 26th and was continued until the close of the selling period on November 16th.

The general plan of the display advertising campaign was evolved with the idea of reaching each section of the community through its own mediums and with the arguments and appeal that would be the most effective having regard to local conditions and interests. Special copy was prepared for daily newspapers, for town and village weekly newspapers, for farm publications, for magazines, for religious publications, for fraternal publications, for trade publications, and for foreign language newspapers. There was a division of copy according to geographical appeals also. In British Columbia, for example, there was a series of special advertisements showing how the sale of Victory Bonds was providing a market for the mines and smelters of that country and building up new industries in the form of ship building and aeroplane spruce. Other special series with localized appeals were prepared for the Maritime Provinces, Quebec, Ontario and the Prairie provinces respectively.

Practically all of the advertisements in each of the three sections of the campaign were illustrated. Comparatively large space was used permitting forceful display and insuring a dominant position on the page.

In the handling of the display advertising in connection with the Victory Loan 1918 Canadian Press Association, Inc. had the hearty co-operation of the Canadian Association of Advertising Agencies. The thirteen agencies represented in that Association pooled their services and worked together as one composite organization under the direction of a special committee composed of Mr. J. E. McConnell of McConnell & Fergusson (Chairman); Mr. C. T. Pearce of A. McKim, Limited; Mr. E. Desbarats, Desbarats Advertising Agency, Limited; Mr. A. J. Denne of Smith, Denne & Moore, Limited; Mr. C. T. Solomon of The Advertising Service Co. Limited, and Mr. J. P. Patterson of Norris-Patterson, Limited. Special offices in Toronto were opened for the purpose of handling the campaign and the work of preparing copy, making contracts, checking insertions, etc., was divided among the several members of the Association in a manner calculated to secure the best results.

The general plan of the campaign and the subject matter of the individual advertisements were considered and decided upon at joint meetings of the committees representing Canadian Press Association, Inc. and the Canadian Association of Advertising Agencies respectively, following conferences between the special committee of Canadian Press Association, Inc. and the Dominion Publicity Committee of the general Victory Loan organization. All copy, after being prepared and passed by the Canadian Association of Advertising Agencies, was considered by the special committee of Canadian Press Association, Inc. and when passed by that body was considered in turn by the Dominion Publicity Committee of the general bond selling organization and the Finance

Minister, Sir Thomas White. There were frequent conferences of the copy men of the several co-operating advertising agencies at which various phases of the campaign were explained by the Finance Minister and the Chairman and other officers and members of the Dominion Executive Committee of the general bond selling organization.

The developments in the war situation during the first two weeks of November necessitated an entire change in the copy and appeals for that period. When the original copy was prepared there was no sign or expectation of an immediate collapse of the enemy forces. Early in November there were indications that hostilities might cease at any moment. New copy was prepared that would link up the campaign with the changing situation in the field of battle, and this copy was sent out by wire to be substituted for the copy previously supplied. When Germany's request for an armistice was made it became necessary to prepare new copy for practically all the advertisements in the rest of the campaign and the bulk of this copy had to be prepared day by day in the light of each change in conditions and sent out by wire for insertion on the following day. This was necessary not only because the changed conditions made it inadvisable to continue the use of certain arguments and appeals that would be the most effective while the war was still on, but also because the cessation of hostilities made it necessary to impress upon the people that Canada's need of money to provide for demobilization and reconstruction would be just as great as to continue her part in the war.

In order to co-relate the advertising in space donated by firms and individuals with the official advertising of the Finance Minister, a copy book for use by canvassers in soliciting donations of advertising space was prepared by Canadian Press Association, Inc. and the Canadian Association of Advertising Agencies working in conjunction with the Dominion Publicity Committee of the general Victory Loan organization. This copy book consisted of specimen copy for nine full page advertisements, eighteen half page advertisements, eighteen quarter page advertisements, eighteen 300-line advertisements and eighteen 200-line advertisements. This specimen copy was divided into three sections, the first section to be used during the first week of the bond selling campaign, the second section during the second week and the third section during the third week. This book included also forty-five suggested paragraphs and headings and the same number of slogans for use by advertisers as a part of their own advertisements, these paragraphs and slogans also being divided into three sections for use in the three successive weeks of the bond selling period. This copy book was supplied to all publishers and to all local publicity committees, and canvassers for donated advertising space were asked to arrange in as many cases as possible for the use of copy suggested in this copy book.