

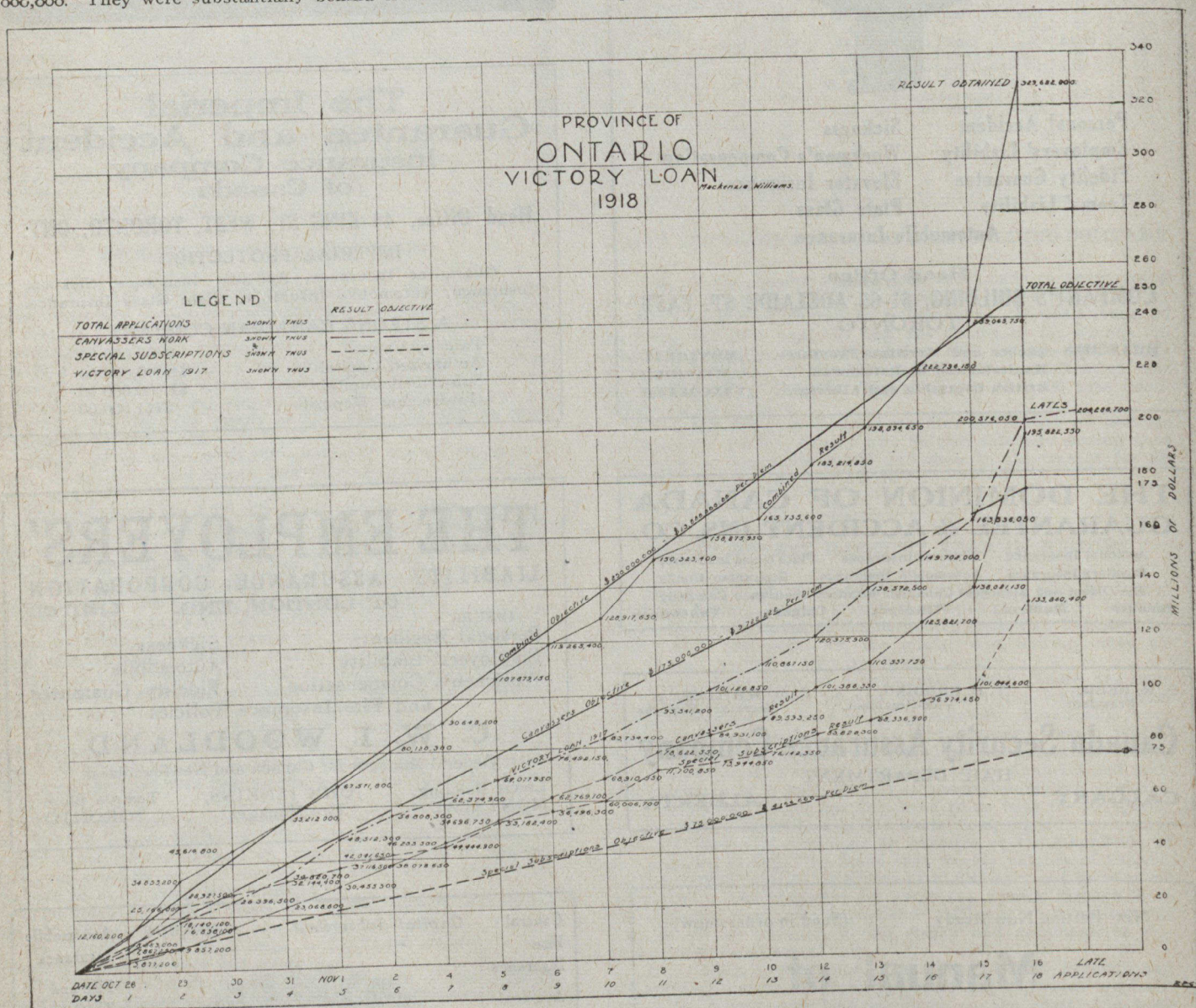
VICTORY LOAN IN ONTARIO

The accompanying chart illustrates the day-by-day progress of the Victory Loan campaign in Ontario. The figures for Ontario are given on page 6, along with those for each of the other provinces of Canada. It will be observed that the total objective for Ontario of \$250,000,000, spread over the eighteen days of the campaign, required an average of \$13,888,888 in subscriptions each day. During the second, third and fourth days the totals for the province were ahead of the required rate. From the fifth until the second last day, however, the combined results were behind, the large surplus over the objective being entirely accounted for by the results of the last day's work.

The amount assigned to the canvassing teams was \$175,000,000. They were substantially behind from the start, and

succeeded in passing the day-to-day objective only on the last day. The special subscriptions branch, on the other hand, which aimed at a total of \$75,000,000, were far ahead from the very beginning. Until about the end of the first week, in fact, they were credited with higher totals than were the canvassing teams. It will be remembered that on the first two days of the campaign large subscriptions were announced by way of giving it a good start. About the end of the first week the canvassers' results began to climb more rapidly.

An examination of the line illustrating the progress of the 1917 Victory Loan will indicate that it progressed in a similar manner, although the achievements of the final day were not quite so spectacular as they were in the case of the present campaign.



TRUST COMPANY TO OPEN OFFICE IN VANCOUVER

A branch office of the Westminster Trust Company, of New Westminster, is to be opened in Vancouver. Offices have been secured in the Rogers building, Granville Street, where a general financial and insurance agency business will be conducted.

The first transaction of the new branch office was to subscribe \$25,000 to the Victory Loan. The Westminster Trust Company has extensive business connections all through the

Fraser Valley and interior towns. It is the oldest provincial trust company in British Columbia, and is closely connected with the Okanagan Telephone Company and the Elk Creek Waterworks Company, of Chilliwack, the directorate of these last two companies being practically identical with the trust company's board, E. A. Riddell, manager of the Westminster Trust Company, being also secretary-treasurer of these concerns. The local office will be in charge of Stanley Tytler, who is well known and highly respected in business circles of the coast.