

GENERAL PLAN AND ORGANIZATION

The press publicity for Canada's Victory Loan 1919 was handled by Canadian Press Association, Inc., working in close co-operation with the Dominion Executive Committee and the Dominion Publicity Committee of Canada's Victory Loan Committee 1919.

There were three distinct divisions of the press publicity as follows:—

- (a) A campaign of display advertising paid for by the Government.
- (b) A campaign of display advertising donated by firms and individuals.
- (c) A press news and feature service for the stimulation of and assistance in co-operation by individual newspapers and other publications through their news and editorial columns.

Divisions A and the preparation of the advertisements in Division B were under the direction of a special committee known as the Display Advertising Committee Victory Loan 1919.

The work in division C was directed by another committee known as the Dominion Press News and Feature Committee.

The Chairmen of these two committees and the Manager of Canadian Press Association, Inc., were a general executive committee for the purpose of generally directing the press publicity and co-ordinating the work of the three divisions.

The personnel of the three committees was as follows:—

GENERAL EXECUTIVE COMMITTEE: W. J. Taylor, Woodstock "Sentinel-Review"; Geo. E. Scroggie, Toronto "Mail & Empire"; John M. Imrie, Manager Canadian Press Association, Inc., Toronto.

DISPLAY ADVERTISING COMMITTEE: Geo. E. Scroggie, Toronto "Mail & Empire", Chairman; W. J. Taylor, Woodstock "Sentinel-Review"; H. B. Muir, "London Free Press"; W. B. Preston, Brantford "Expositor"; Eugene Tarte, "La Patrie", Montreal; Henri Gagnon, "Le Soleil", Quebec; P. Geo. Pearce, Waterford "Star"; John Weld, "Farmer's Advocate", London; John M. Imrie, Manager Canadian Press Association, Inc., Toronto.

DOMINION PRESS NEWS AND FEATURE COMMITTEE: W. J. Taylor, Woodstock "Sentinel-Review," Chairman; M. R. Jennings, Edmonton "Journal"; J. H. Woods, Calgary "Herald"; W. F. Kerr, Regina "Leader"; John Nelson, Vancouver "World"; Robert Lipsett, Winnipeg "Telegram"; F. D. L. Smith, Toronto; E. F. Slack, Montreal "Gazette"; Fernand Rinfret, Montreal "Le Canada"; F. B. Ellis, St. John "Globe"; J. R. Burnett, Charlottetown "Guardian"; Dr. J. D. Logan, Halifax, N. S.

The work of the three divisions of the Press Publicity Campaign is described more fully on the following pages, on which are reproduced also the main advertisements in the official government campaign and the donated space campaign.

Recognition of the Value of Press Publicity

At the conclusion of the Victory Loan 1919 campaign the Finance Minister, Sir Henry Drayton, expressed the opinion that the press publicity had been perhaps the most important factor in bringing about the success of the loan.

Mr. E. R. Wood, Chairman of the Dominion Executive Committee said: "The newspapers of Canada and the Canadian Press through their preparation of the public mind and insistent nature of their influence must take much of the credit for the remarkable success the loan has won so early in the campaign. We have had mighty good advertisements in the past, but I think you have done the best job this year that has ever been done. The effect is going to be to create an atmosphere that will put the loan over. . . . The Canadian Press has done much more than we had hoped for—optimistic in this regard as we must seem to you."

Mr. J. H. Gundy, Chairman of the Dominion Special Subscriptions Committee said:—"The way the newspapers are handling the Victory Loan this year is so far ahead of anything that has ever been done in any campaign as to be in an entirely different class."

The following spontaneous expressions of appreciation by Chairmen of Dominion and Provincial Publicity Committees of the Sales Organization are also interesting:

"I would like to take this opportunity of saying what a splendid series of advertisements you are running. . . . They are without exception the finest series of advertisements that have yet been prepared for Victory Loan purposes. . . . We are very much indebted to you all for the generous measure and spirit of your co-operation."

"The advertisements as outlined are most certainly the best method of appeal that it has been my good fortune to see, and I feel sure that any one reading one of these advertisements will sell himself bonds to the limit of his capacity because he will be unable to refrain from reading the balance."

"They (referring to advance proofs of the advertisements) are certainly a wonderful revelation showing as they do the enormous amount of careful thought that has been expended upon them."

"These advertisements are even better than your educational series which we considered the best lot of newspaper advertising so far accumulated. There is no question but that these will create the desired atmosphere for a successful sale of the loan."