

General Plan of Press Publicity In Connection With Canada's Victory Loan 1918

THE press publicity in connection with Canada's Victory Loan 1918 was handled for the Finance Minister, Sir Thomas White, by Canadian Press Association, Inc., working in co-operation with the Dominion Publicity Committee of the general bond selling organization and assisted in connection with the display advertising by the Canadian Association of Advertising Agencies.

There were two distinct divisions of the press publicity, viz.: a paid display advertising campaign and a press news and feature service for the assistance of individual newspapers and other publications in the co-operation they so generously extended in connection with the loan. Each of these two divisions of the campaign was in charge of a special committee, and the chairman of each of these committees with the President and Manager of Canadian Press Association, Inc. constituted a General Executive Committee which had the general direction of all work in connection with the press publicity and co-ordinated and co-related the work of the two divisions.

The personnel of the three committees was as follows:

GENERAL EXECUTIVE COMMITTEE: Mr. W. J. Taylor, Woodstock "Sentinel-Review" (Chairman); Mr. Geo. E. Scroggie, Toronto "Mail & Empire"; Mr. John R. Bone, Toronto "Star," and Mr. John M. Imrie, Manager, Canadian Press Association, Inc., Toronto.

DISPLAY ADVERTISING COMMITTEE: Mr. Geo. E. Scroggie, Toronto "Mail & Empire," (Chairman); Mr. W. J. Taylor, Woodstock "Sentinel-Review"; Mr. H. B. Muir, London "Free Press"; Mr. W. B. Preston, Brantford "Expositor"; Mr. L. J. Tarte, "La Patrie," Montreal; Mr. Henri Gagnon, "Le Soleil," Quebec; Mr. E. Roy Sayles, Port Elgin "Times"; Mr. W. E. Smallfield, Renfrew "Mercury"; Mr. H. V. Tyrrell, MacLean Publishing Co., Limited, Toronto, and Mr. John M. Imrie, Manager, Canadian Press Association, Inc., Toronto.

DOMINION PRESS NEWS AND FEATURE PUBLICITY COMMITTEE: Mr. John R. Bone, Toronto

"Star" (Chairman) and the following who were the Provincial Chairmen for the respective Provinces as indicated: Ontario, Mr. M. O. Hammond, Toronto "Globe;" Quebec, Mr. E. F. Slack, Montreal "Gazette" and Mr. G. Normand; New Brunswick, Mr. F. B. Ellis, St. John "Globe;" Nova Scotia, Mr. A. F. MacDonald, Halifax "Chronicle;" Prince Edward Island, Mr. J. R. Burnett, Charlottetown "Guardian;" Manitoba, Mr. J. W. Dafoe, Winnipeg "Free Press;" Saskatchewan, Mr. W. F. Kerr, Regina "Leader;" Southern Alberta, Mr. J. H. Woods, Calgary "Herald;" Northern Alberta, Mr. M. R. Jennings, Edmonton "Journal;" British Columbia, Mr. John Nelson, Vancouver "World."

Many of these men devoted the great bulk of their time for several months to the work of the press publicity for the Victory Loan 1918. Their services and the services of Canadian Press Association, Inc. as an organization were given voluntarily in the spirit of national service.

The two divisions of the press publicity campaign are described more fully on the following pages.

Tributes to the Work of the Press

At the conclusion of the Victory Loan 1918 campaign the Finance Minister, Sir Thomas White, sent the following wire to Mr. W. J. Taylor, President of Canadian Press Association, Inc.—

"I desire to express to Canadian Press Association and the newspapers generally throughout Canada my most earnest appreciation of their most magnificent work in the Victory Loan. The wonderful success of the loan was due in large measure to their splendid and untiring efforts during the whole of the campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee in connection with the loan, at a mass meeting in Toronto on the conclusion of the campaign, paid a high tribute to the work of the press in promoting the loan. After explaining the organization created by Canadian Press Association, Inc. for handling the display advertising and the press news and feature work, he referred to the support given by the press through the news and editorial columns. He said it had been estimated that if all the matter published without charge in the

news and editorial columns were measured at regular advertising rates the resultant figure would be about ten times the total amount paid by the Government for the official advertising in the press. Concluding, he said:

"When the full story of the press publicity campaign in connection with the loan, and particularly that part relating to the sudden change of the campaign from a war to a peace basis, is written, it will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country."

Mr. J. H. Gundy, Vice-Chairman of the Dominion Executive Committee and Chairman of the Committee on Special Subscriptions, speaking at a meeting of Victory Loan workers towards the close of the campaign, said:

"I have been selling bonds for a long time but I never found it so easy to sell them as at this time. The reason is the splendid work the press has done. I take off my hat to the press of Canada."