

Press Advertising Sold Victory Bonds.

BEFORE the war, bond buyers were "marked men." In number they were 40,000 in March, 1917—this is shown by the number of purchasers of the Government War Loan of that date. But in the autumn of the same year, their number increased twenty times—to 820,000! This was the number purchasing the Victory Loan, 1917. Last month—November, 1918—over 1,000,000 persons purchased the Victory Loan, 1918!

These wonderful results were accomplished by Press Advertising.

Before the war one-half of one per cent. of our people bought bonds. Now quite twelve and one-half per cent. of our people are bond buyers!

Before the stupendous amount of \$575,000,000 worth of bonds could be sold to our Canadian people in three weeks a most thorough and exhaustive campaign of education was necessary, and this campaign was carried through by advertising in the public press. The power of the printed word never had a more convincing demonstration.

By means of the printed word, through the medium of advertisements in the press of our country, the Canadian people were made to know what bonds are, the nature of their security, their attractiveness as an investment, and why the Government had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the

"The wonderful success of the Loan was due in large measure to the (press of Canada) splendid and untiring efforts during the whole of the campaign."

Mr. E. R. Wood, Chairman of the Dominion Executive Committee having oversight of the campaign to raise Victory Loan, 1918, said "The press publicity campaign will rank as one of the most remarkable and efficient publicity campaigns ever undertaken in any country," and Mr. J. H. Gundy, Vice-Chairman of the same committee said: "I have been selling bonds for a long time, but never found it so easy to roll 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."

The success of Victory Loan, 1918, and the knowledge which Canadians now possess of bonds are a straight challenge to the man who doubts the power of the printed word, in the form of advertisements, to sell goods—and this applies not to bonds alone, but to the goods, you are interested in selling.

campaign—in advertisements. No argument was overlooked. No selling point was neglected. The result is that Canadians today are a nation of bondholders.

They know what a convenient, safe and profitable form of investment bonds are. Instead of one man in two hundred owning bonds, now one Canadian in eight—men, women and children—owns a Government Security.

This complete transformation in the national mind and habit was brought about by advertising in the press of the nation. Press advertising has justified itself as the surest and speediest method by which a man's reason can be influenced and directed.

The Minister of Finance acknowledges this. His own words are:

"The wonderful success of the Loan was due in large measure to the (press of Canada) splendid and untiring efforts during the whole of the campaign."

After Four Years of War

The Railway Situation as Viewed by President E. W. Beatty of the C.P.R.

FOUR years of active participation in the war and the problems which the emergency produced must, I think, have had such a profound effect on the thought and spirit of the Canadian people as will enable them to grasp and overcome the after-war problems with confidence and ease.

No record of Canada's share in the war—military, commercial, fiscal or economic, but adds to the knowledge of Canadians and Canadian institutions and stimulates confidence in our future. The problems ahead of us are indeed serious, but no less so was the war. Same optimism as to our future is justified.

From a transportation standpoint the Canadian people have, I think, every reason to be satisfied. The efforts of the companies, both on land and sea during the period of the war, have been eminently successful, especially from the public point of view, in spite of weather conditions unpropitiously severe, at no time was there an approach to a physical breakdown. At no time was any disposition shown by any company to refuse assistance to any other company, temporarily and loyally embarrassed as to equipment or facilities. At first by the companies themselves and later under the aegis of the Canadian Railway War Board a continuous effort was maintained.

The efforts of the railways were co-ordinated in such a way as to accomplish the maximum result and still not destroy or even injure the legitimate business of any one company. The results were highly satisfactory and reflect great credit not only on the directors of the companies and the War Board, but also on the officers and men of the companies, whose loyalty, self-sacrifice and efficiency made Canada's great transportation record possible.

While periodic attempts are made to compel an immediate decision as to the permanent solution of the so-called railway problem—though so far as efficiency and rates are concerned, there is no problem that I can see—it must be admitted that the decision is not a simple one, and next to the war itself no question so important in its effect upon the earning power and prosperity of Canadians, as this question of further Government ownership of railways, has ever faced us. It is too important to be decided merely upon the basis of the views of extremists on either side. It can only be properly determined by careful consideration on the part of the people after having obtained some knowledge of the principles underlying efficient railway service, the facts as to the present efficiency of the roads, and the probable—not fanciful effect which any drastic change of policy must have upon that service and facts.

Many mistakes have been made in the past, due to the ambitions of men or the ill-considered action of Government officials. They can never be repeated. As a result of the war, as I see it, we are now in a position to make a more intelligent decision.

It is my own view on public ownership of railways, but they are not unchangeable. I am undoubtedly prejudiced by an association with the company. The company has slowly developed to a point of efficiency and successful operation. Looking back over that history one is amazed at the importance of the part played by the company in the war, and the fact that when enterprise, reconstruction and tenacity of purpose combined with the company's resources and given rise to our great service.

It has taken more than thirty years to make the C.P.R. as efficient as it is today. It is not easy to see how we can improve it, and even improve on the track.

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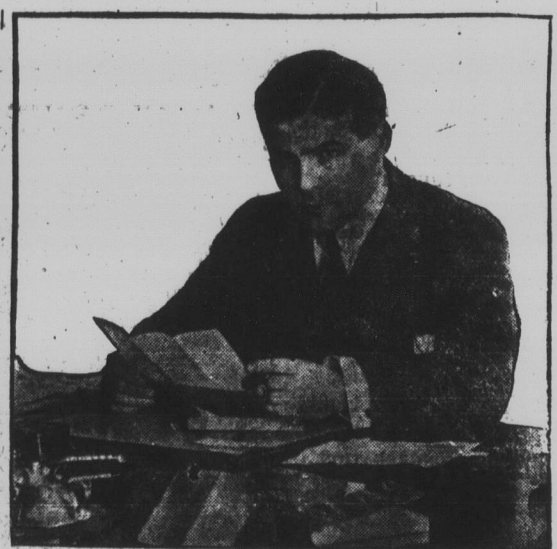
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Canadian conditions—though the parallel is far from perfect—than any other that could possibly be chosen.

"The desire of everyone is that Canada should have to-day a railway system or systems so administered that the best service to the public will be obtained at the lowest rates consistent with fair wages, both for labor and capital. I say fair wages, because without them efficiency, loyalty and enterprise cannot be obtained."

"The question therefore arises: Will Government ownership bring about this result? The question sounds simple but is in reality complex. Theoretically much may be said in favor of Government ownership. Will those theories stand the test of practice? If these theories prove a failure initially, but correct themselves, as their proponents may argue, in course of time—how long a time can Canadian people afford to pay the losses on demoralized railway service? Do they wish to launch out on the experiment now? Or wait until their near neighbors, the United States, have worked out their experiment a little more satisfactorily? The cost of our experiment could not fall to be great, but it is certain to be collected directly or indirectly from the pockets of the Canadian people. Right men have an admirable regard for the welfare of the people of Canada at this moment, namely, "Stop, look and listen."

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THRIFT IS PATRIOTIC COMMON SENSE SAYS HAN. T. W. MCGARRY.

Prosperity Should Not be Permitted to Hide Need of Saving.

Hon. T. W. McGarry, Provincial Treasurer for the province of Ontario, is a firm believer in the gospel of thrift and a strong supporter of the War Savings Stamp Campaign. In a recent statement he says:—

"Years of progress and prosperity have tended—quite naturally to make Canadian forgetful of the fine, homely virtue of Thrift which was so admirable a trait in the character of our Canadian pioneers. As a people we do not know what Thrift means, as it is understood in Great Britain and Europe—the small daily personal economies which enable a man not only to live within his income, whatever it may be, but to save something every year, and which in the aggregate make a nation rich. France (prior to the war) is a striking example of a nation made rich by individual thrift."

"To-day Canada is facing a big debt incurred in defending our country from a ruthless foe. We have got to foot the bill in one way or another, and what easier or more profitable way than by saving our money and lending it at good interest to the Government in the form of War Savings Stamps? That is patriotic common-sense. Small investments in Government securities have been the foundation of many a fortune, and the War Savings Stamp system ought to garner an enormous harvest of small change from Canadians, old and young, rich and poor alike."

...SMALL SUMS OF ... MONEY SAVED DAILY ... INCREASE RAPIDLY ...

The Canadian War Savings Plan, which makes saving both easy and profitable, is doing much to teach the public what can be done by putting away small sums of money.

On this subject the Saturday Evening Post says: "Take ten cents a day, which means a deposit of three dollars every month. In ten years you will have saved \$365, which will have earned \$80.86 interest making a total of \$445.86. This is the result of simply saving a single ten-cent piece per day. As you increase the sum each day the amount will be \$107.67 at the end of ten years. Of this sum \$120.69 is interest earned. Twenty cents a day or six dollars a month will amount to \$800.99, of which \$100.99 is interest. These gains would scarcely be missed from the purse of the average man if he are able to put aside twenty-five cents a day or seven dollars and a half a month at the end of ten years you will find \$1,113.75 to your credit. If you are able to make the daily saving thirty cents or nine dollars a month you will be worth \$1,336.59. Forty cents a day or twenty dollars a month will roll up the tidy sum of \$1,782.16, of which \$332.16 is interest; while fifty cents a day or fifteen dollars a month will amount to \$2,227.73, of which \$402.73 is interest. Hence it is much to your profit to 'despise not' the saving of small sums."

Now let us see what the systematic or rather progressive saving of one dollar a week can do. In one year the fifty-two dollars saved will earn, at four per cent, seventy-eight cents in interest, making a working principal of \$52.78 at the start of the second year. At the close of the second year you will have \$107.67; at the end of the fifth year \$245.86; at the close of the tenth year \$633.65. In fifteen years this steady saving of a dollar a week would show a total result of \$1,056.79. At four per cent this alone would yield a return of \$42.27. At the end of twenty years this kind of saving would total \$1,571.59, while the first quarter-century would find you worth \$2,197.92. This sum, if you then stopped saving, at four per cent, would earn \$87.91 a year. If you know of a friend who is saving a dollar each week for fifty years you would accumulate \$8,057.16.

There is an estimated decrease of 25,000,000 head of cattle in the principal countries of Europe. Years past, before European beef and dairy production is back to normal.

Canada has learned the lesson that mixed farming is permanent farming and without plenty of live stock a farm gets poorer every year.

Shipments of beef to Europe under the conditions over there now pertaining are only limited by refrigerator space on the ships. As more strange becomes available more beef will be shipped.

The world needs wool. The wholesale price of raw wool increased during the war 200 per cent.

Canada never had a better chance to develop the sheep industry. Mutton and wool are both in great demand and will continue to be while the live stock shortage of Europe prevails.

"When we know more about Government operation in Canada and in the United States we may modify or entirely alter the present arrangements. We shall be justified then in reconsidering our present position. But to do so without the advantage of this information—information available in due time—in fact, without the knowledge essential to the determination of the problem would be to act on the basis of a hunch."

"Even though a Government operation of Canadian railways rather than the present voluntary operation through the Canadian Railway War Board should show an immediate advantage to the people of Canada—and the experience of those who have operated the Canadian Railway War Board holds little hope for any such saving—the sum involved would be a drop in the bucket compared to the huge estimate losses which in the event of our failure of such policy must inevitably result, and which could not be corrected by any such saving."

"It is my opinion that the present operation of the railways is the best and most profitable for the country and the people."

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MEMORIAL SERVICE AT EEL RIVER

Memorial service for Pte. Roland Hamilton preached by Rev. Mr. McLean at Eel River Crossing.

Why was not thisointment sold for three hundred pence and given to the poor—John 12:5.

While Jesus was on the way to Bethany he came to the home of Mary and Martha and Lazarus. He entered and was asked to sit down to a supper at which Martha waited upon the table, while they were eating. Mary came in with some very costly ointment and anointed the feet of Jesus. The disciples and especially Judas were not well pleased. "Why was not this ointment sold for three hundred pence," said he, "and given to the poor?"

In considering this text I would ask you to first consider the gift of this woman, second, the gift of Christ, third the gift of Roland Hamilton.

First, the gift of the woman, it was a very costly gift. Judas estimates its value at 300 pence. Three hundred pence was in those days a day laborer's wage for a whole year. In those days we would say that it was worth about eight hundred dollars, and yet this woman had saved that immense sum of money and invested it in this valuable ointment. Perhaps it represents the savings of a life time, her only protection in old age, very probably it was her only means of support in the bank, nothing in reserve, and this she brings that she might give it to her Lord and Master. Christ accepts it. "That may strike us as a strange thing for Christ to do. He takes it all; takes her savings, takes her living, without a word of excuse. We would have expected Jesus to say. Why no Mary this is too much, I cannot accept all this, keep it and give it to the poor." But Christ takes it all and this struck the disciples as being very strange. "Three hundred pence," they said. "The odor of the ointment will soon gone and there will be nothing to show for all this expenditure. Why was not this ointment sold for three hundred pence and given to the poor?"

But Christ accepts the gift. Christ was not influenced by the money value of the gift. This was not the spirit in which He accepted the gift. Christ thought only of the great sacrifice that this woman was making. For years she worked and saved until she was able to procure the costly ointment, and then she comes and gives it without reserve to her Lord. She

gives her living, her life, her all, as she pours out the precious ointment as a great sacrifice, upon the feet of Christ, she poured out her soul, her life, to the Lord Jesus Christ. Think of what that woman's feelings would have been if Christ had refused to receive her sacrifice. What despair if Christ had turned his back on this gift of life. And brethren the very hour or the very moment that you give your lives without reserve to Him at that very moment, He will receive them. So, a gift he cannot refuse.

Second, The Gift of Christ. In these days there is a tendency to place a money value on everything. But there is one thing upon which it is impossible for us to place a value, and that is upon the life of Jesus Christ. This life is of inestimable value, and yet Christ took that life and offered it as a sacrifice upon Calvary's cross. He had done nothing worthy of death and He might have shirked from the awful sacrifice, but He went forward bearing his cross, and at Calvary gave His life for the world. God in heaven sent no angel to defend Him from the power of the enemy. In other words God accepted the gift, accepted His life, for our lives. He did it for us, that was a tremendous sacrifice. It was a noble thing to do, His life for us. Yet Christ gave it and God in heaven received the gift of His life as a great sacrifice offering.

Third, the gift of Roland Hamilton. There is a tendency to get all that we can out of life. This idea was in the mind of Judas, perhaps the disciples, sell the ointment in the market place and get your money's worth. I think that more young men have ambition enough to get all they can out of life, so often however they think they are getting by having a good time, they say let us eat, drink and be merry. But there is a truer way of getting most out of life, and that is by giving a life of service to God, service to our fellow men. These two goals appear before most of us—selfishness or service. These two alternatives lay before Roland Hamilton, a life for self or a life for others. He was a young man, life's day beamed with sunshine before him. He might have become a prominent business man, a leading citizen, a force for good in the community, a help in his own home. He might possibly have enjoyed long life and prosperity, but he enlisted.

He heard the call for help from across the seas, the cry of the weak and helpless, and the down-trodden 25,000,000 of Europe. He knew the hardships, the perils, the price many were paying, but he enlisted in order that he might serve his country and help free the world from the thrall of the accursed Hun.

There in the early years of the war stood Roland Hamilton ready, if he needed it, the greatest war of all history, the young man whose memory we today honor, laid down his life on the altar of the world. The soil of Belgium and France is a great altar. What a gift that was! What a sacrifice! Greater love hath no man than this, that a man lay down his life for his friends. Can you think of anything nobler; a young man to give his life, his all, for others. This is what he did. He made the greatest contribution possible towards the redemption of the world. As we are to-day learning what Germany did to contribute possibly towards the conquered peoples and to some of

our prisoners of war we are beginning to realize what Roland Hamilton died to save us from. This life was the great gift that he gave as a sacrifice, and God in heaven did not stay the fatal missile. God accepted his great gift.

The ointment might have been sold and given to the poor, but Christ had a reason for accepting it. Christ accepted the ointment and with it came the heart of Mary to her Lord and Master. Christ might have been saved from the cruel cross by legions of angels, but God had a great purpose in accepting the death of His Son on behalf of world men. To-day we understand and are reaping the benefits of Calvary's tragedy. Roland Hamilton might have been saved from death, as so many other boys were saved, but God had one great purpose in accepting his life as a sacrifice for others. At present the purpose is unknown to me, and you. But some day in the future, possibly in the great by-and-by we will understand Roland Hamilton's life was short but he made it count. Oh! that our lives may count for something.

That your life and mine might be like the ointment acceptable to Jesus or like the Christ gift acceptable to God, or like Hamilton's gift acceptable to the weak, the helpless, the down-trodden of the earth. But why wish that our lives may count for something. Come, let us make that desire a reality. Let us go forth from this service determined to serve God and our fellow men. The anguish of war has entered every home. Instead of sitting down disconsolate and bemoaning our loss of gallant dead, let us give ourselves to the work which lies before us and seek to follow them, and do something for the cause for which they have done so much.

Mr. Herbert Hoover, Chief of the United States Food Administration, who is at present in Europe investigating conditions at first hand cables as follows:

"Every pound of pork products we can export before next July Europe will need, and as soon as the initial chaos of the sudden economic change from war to armistice can be overcome there will be over-demands."

Authorities say that this demand in the case of beef, even more than that of pork, will be abnormal for many years owing to the fact that Europe is estimated to be short of over 115,000,000 head of live stock, of which 25,000,000 represent cattle, irreplaceable in less than five years.

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