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BRITISH COLUMBIA FINANCIAL TIMES

A Journal of Finance, Commerce, Insurance, Real Estate, Timber and Mining

Vol. VI. No. 23

VANCOUVER, DECEMBER 6, 1919

SINGLE COPY 10c
THE YEAR \$2.00

Remarkable Success of Victory Loan Campaign

**Tentative Figures Only Slightly Less Than Last Year—
Ontario and British Columbia Exceed Last Year's
Totals—Credit Due to Publicity, Leadership and Sales-
manship.**

The success of the Victory Loan campaign which closed on November 15th last was an astonishment to all but a few professional optimists. While only tentative figures are yet available total subscriptions amounted to \$673,199,700 against a subscription of \$695,389,277 in 1918 and \$421,194,960 in 1917. The people of Canada have participated in the most successful loan issue that any nation has made since the signing of the armistice, and in view of the experience of other countries was totally unexpected. The general opinion in business circles was that the total subscribed would not exceed fifty per cent. of the previous year, and among many well informed men a less amount need only be expected.

For the first two weeks of the campaign it encountered comparative inertia, but during the final week enthusiasm sprung up all over the country and carried the total subscription to the present high amount.

From the tentative figures only two provinces surpassed that of the previous year, but when the figures are completed it is expected that others will surpass their 1918 totals. Ontario set out to subscribe for one half the loan and succeeded in securing subscriptions for \$354,624,500 as against \$336,055,350 in 1918, and British Columbia with a total subscription of \$37,098,237 as compared with \$36,633,927 the previous year. In total subscriptions British Columbia is exceeded only by the province of Ontario, Quebec and Manitoba.

Those connected with the campaign in British Columbia have every reason to be proud of the result. The success of the campaign in the province is due to the effective publicity, excellent organizing, capable, enthusiastic and persistent salesmanship operating on a receptive and prosperous public. The publicity was clever, moving and effective in its results. If any criticism need be passed upon the publicity it was that it got started too late and did

not receive its full selling force until the last week of the campaign, when the results as stated were so remarkable. Great credit is due not only to the work done by the publicity bureau at Toronto but to the intensive work of the British Columbia publicity organization backed up by the hearty co-operation of practically every publication in the province. The great work of the metropolitan dailies, particularly of Vancouver and Victoria, certainly contributed to the success and gave aid to the sales organizations.

In discussing leadership, it is difficult to mention all those whose work was of prime importance in the campaign. In the Provincial organization, three figures stand out prominently, those of the chairman, Mr. W. H. Malkin, and associated with him Mr. Stanley Burke and Mr. J. P. Nicolls. The Provincial District Manager, Mr. John D. Kearns, with his crew of organizers of the various provincial districts together with the local chairmen, did remarkable work during the campaign. The special Vancouver City Committee, headed by Mayor Gale and Mr. Frank Parsons, and also that of the Victoria City organization, headed by Brig.-Gen. Clark, and assisted by Mr. R. F. Taylor, with the whole-hearted support of a well-trained, capable and enthusiastic sales organization are responsible for the success of the two campaigns in their respective cities.

Due to various drives during the year the sales organization had to be somewhat changed from the previous year and others were found and impressed into the service of the cam-

paign. The individual salesman who did the house to house and office to office canvass seems to have done his work with greater thoroughness and salesmanship than during the previous year, with the results that Victoria largely surpassed its previous record and Vancouver almost equalled its record of last year.

The banner Provincial district was that of the Kamloops district, with a total subscription of \$1,084,250, exceeding its quota by 332 per cent. and against a total of last year of \$785,750. The district chairman, Mr. D. B. Johnstone, of Kamloops, was awarded the German gun in the percentage competition of the Provincial districts. The

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