

ONTARIO VICTORY LOAN CAMPAIGN

An Outline of the Organization That Carried the Victory Loan Campaign for the Province Far Over All Expected Results.

A description of the Ontario Victory Loan organization, as furnished by Mr. G. H. Wood, chairman, is as follows:

Before the Ontario Victory Loan campaign passes into history, I feel that the citizens of Ontario ought to know who are mainly responsible for the organization which in the worst of all times has achieved a wonderful achievement.

There were three sets of forces at work in the campaign, each exceedingly important in its own way. The first was the executive committee at Toronto. Next, the sixteen divisional, and 120 unit organizations, consisting of chairmen, canvassers, and canvassers.

With regard to the Ontario executive committee, I cannot speak too highly of its intense and unselfish interest which every member of the executive displayed, as well as its remarkable ability in connection with its own particular work. The first task of the executive committee was to formulate a plan under which the entire campaign was to be conducted, both at headquarters and in the local units.

It was the plan, no such results could have been possible as were produced. It was the care taken in the preparation of the plan, and its execution, which contributed in a very real sense to the success of the campaign.

The above plan, called for four main departments at headquarters, viz., committee on organization, which was largely responsible for formulating the plan of campaign, and for directing the divisional and unit organizations in their work. It was ably assisted by Chairman W. A. Macdonald. It was also largely due to the enthusiastic supervision of the committee on organization that the local organizations were properly set up and kept going at full speed.

The committee on publicity was responsible for the publicity work in the province of every character, in addition to which they had to handle and distribute the immense mass of publicity material prepared by the Dominion publicity committee. This committee rendered invaluable service under the chairmanship of Mr. F. J. Coombs, with Mr. W. C. Brent as vice-chairman.

The special subscriptions committee, under Mr. J. H. Gundy, made an enormous contribution to the success of the loan. The duty of this committee was to obtain subscriptions from investors who were understood to be capable of subscribing \$25,000 or more to the loan. Associated with Mr. Gundy in this work were Mr. G. A. McPherson in eastern Ontario, Mr. C. H. Burgess in western Ontario. The special subscriptions committee was responsible for producing this year \$150,000,000 in Ontario, as against \$125,000,000 in the last campaign.

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operation with the unit organizations of enormous value.

Too much credit cannot be given to the unit organizations, two of which were allotted to each unit—one who was known as the first organizer being directly responsible for the setting up and carrying on of the organization in his unit. The other, who was termed publicity organizer, was responsible for organizing the publicity work in his unit, and in this campaign, with no war sentiment to appeal to, this was an extremely important phase of the campaign work.

The unit organizers are entitled to special praise because their task was a very difficult one. The war was over; everybody was tired of campaign, and it was much harder to get things going than in previous years.

The third and extremely important section of the organization was the local or unit organization. It was the duty of the unit organizer to see that the chief positions which contributed so tremendously to results produced by the units. A word must be said, however, about these men, because their service was voluntary, and in most cases it took practically weeks of their time away from their own business and other interests.

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time, particularly in the rural parts of the province, the roads were in terrible condition, but these men stuck faithfully to their job, working morning, noon and night thru all kinds of weather, and going alike among the rocks and forests of the north, as well as in the rural districts and cities and towns of the older settled portions of Ontario. If they had not been persevering and faithful in their work, Ontario would not have raised up a total of \$154,000,000 in the recent campaign, of which \$204,000,000 was produced by the canvassing teams.

The story would not be complete without a very special reference to the press of the entire province. This was in charge of the Dominion Press and Feature Committee. This work was planned under the supervision of the Dominion Press Committee, of which Mr. W. J. Taylor is chairman. Associated with Mr. Taylor are Mr. Geo. E. Scroggie, Mr. John M. Imrie, Mr. W. N. Wilkinson and Mr. R. G. Smith.

The newspapers of the province were organized along similar lines to those of our own organization, having divisions and units to correspond with the main organization. It is conceded that in no other campaign have the newspapers rendered more hearty and more generous support than in this present campaign. This has been invaluable because of the greater difficulty in creating a sentiment in favor of the loan. The thanks of our organization, as well as the thanks of the public at large are due to the members of the press, many of whom gave of their own business, to make this loan a success.

Undoubtedly a very real factor in the campaign was the keen competition which was being waged all thru the campaign as between the divisions and also as between the units. Two large captured German guns were offered as trophies, one to the unit which had the

highest percentage of team members' objective, and the other to the unit which produced the highest percentage of combined objective. There was also a trophy offered by the chairman of the Ontario executive to the organizers of the campaign. This has been invaluable because of the greater difficulty in creating a sentiment in favor of the loan. The thanks of our organization, as well as the thanks of the public at large are due to the members of the press, many of whom gave of their own business, to make this loan a success.

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DIRECT SHIP LINE TO GERMAN PORT

Service From New York to Hamburg Starts December 15.

Montreal, Nov. 24.—The announcement was made by the White Star-Dominion Line today that a direct service to Hamburg is about to be inaugurated from New York, and that the steamer *Mongolia*, of 13,639 tons, American line, will leave that port on Dec. 15, carrying passengers. It was stated that American citizens disembarking at Hamburg must have United States passports made available for Norway, Denmark, Holland or Switzerland, and these in turn must be made available for entry into Germany by Swiss consulates or the legation at Washington. German subjects will be required to apply for passports to Swiss consulates throughout the United States, and will also require an alien permit which, like that of the "Inchcape Rock," sealed off its notes, added life and color to the occasion.

The toast of "The King" Mr. Wood made a brief address, in which he said that everyone in connection with the work of the Victory Loan had set out to do his part and to do it well. They were then celebrating a great victory, in which not only they, but all Canada shared. He thanked the chairman and vice-chairman of the board of control, and the man of every unit and mentioned particularly the hard-working secretaries and canvassers, for without the latter the campaign would have been a failure. He also mentioned the 16 divisions and 120 units, the organizers who had worked to such good purpose and the executive of the Ontario organization, who were all remembered in the speech of recognition of the chairman.

Doubled Objective. Mr. Wood also reminded his hearers that their first objective had been \$170,000,000, which was immediately raised to \$225,000,000, and this had been increased to \$250,000,000. These two objectives, he said, were expected to reach the total of \$300,000,000, which was the province's goal. He also mentioned the fact that the province had raised \$150,000,000 in the last campaign, and that the province's goal was \$250,000,000. He also mentioned the fact that the province had raised \$150,000,000 in the last campaign, and that the province's goal was \$250,000,000.

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VICTORY WORKERS MEET AND DINE

Contingent Leaders Make Merry Over Success, at King Edward.

Interesting echoes of the Victory Loan were heard at the King Edward last night, when the chairman and other representatives of the province were guests of the Ontario executive at a dinner, at which G. H. Wood was host, and trophies were presented to prominent workers.

While the chairman announced that the function was informal, it had more decorative features than any previous gathering, the tables being decorated with flowers, and several of the contingents bringing ingenious attractions to their table. This was particularly noticeable in the men from Huron, who entered the hall carrying their banner with smaller shields than the others, and the men from the "Inchcape Rock," pealed off its notes, added life and color to the occasion.

Wood made a brief address, in which he said that everyone in connection with the work of the Victory Loan had set out to do his part and to do it well. They were then celebrating a great victory, in which not only they, but all Canada shared. He thanked the chairman and vice-chairman of the board of control, and the man of every unit and mentioned particularly the hard-working secretaries and canvassers, for without the latter the campaign would have been a failure. He also mentioned the 16 divisions and 120 units, the organizers who had worked to such good purpose and the executive of the Ontario organization, who were all remembered in the speech of recognition of the chairman.

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CITY HALL NOTES

The council started badly yesterday at their special meeting. A report to regulate the coming elections and giving the nomination hours as 12 noon was presented by the city clerk, and it was expected to go thru without any opposition, but the unexpected often happens, and some of the aldermen took a chance of making speeches, and the opportunity was too good to be lost. For 35 minutes a cross-fire of debate went on as to whether the nominations should be at 12 o'clock, or at seven in the evening. The chief argument in favor of the evening hour was that certain aldermen were of opinion that these supporters were losing a lot of sleep in anxiety to hear a speech from the individual alderman before they venture to gamble their votes on him. Seven members spoke on the subject, and in the end the original motion was passed by only two votes against it.

An innocent looking paragraph consisting of just 43 words, specifying that the council recommend a bylaw to regulate the coming elections, was expedient to take over the Toronto Street Railway, caused the council to spend just 105 minutes discussing whether or not the bylaw should be added to it, stating that it be done in accordance with the act. The discussion averaged nearly three minutes per word, and in the end the council did what it could have done during the first five minutes, called the city solicitor to give an opinion on the bylaw, and the board of control, and the city solicitor passed the resolution with the much debated words added.

The discussion was raised by Alderman McGeorge, who made a violent attack on the board of control and accused them of bringing up a vague and unintelligible report. The task of framing the bylaw, the alderman thought, was too much for the intelligence of the controllers. He further accused the board of overlooking the fact that the board of control had been in existence for a year for the purpose of their own. Controller Maguire seemed to resent the alderman's onslaught on the board of control, and tried to stop Ald. McGeorge going further in his remarks. The alderman countered by saying the controller was trying to put a "bluff" to cover inefficiency, and when the board of control representative said he objected to such language of the "street" in the council chamber the alderman said he would withdraw the word "bluff" and substitute "variety."

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BIG WINTER FAIR SEEMS ASSURED

Representative Live Stock Men Supported by Doherty and Manning.

A great national live stock winter show is assured to the city of Toronto, judging by the results of yesterday's gathering of representative live stock men from all parts of Canada at the Prince George Hotel. The recent action of the city council (who are friendly toward the scheme), together with the co-operation of Dr. Tolmie and Hon. Manning Doherty, brings nearer the realization of the project.

Dr. Tolmie yesterday unreservedly supported it and in the course of a short address referred to the immense growth of the live stock industry, to-day with the necessity of getting in closer touch with the British markets as well as those of the United States by raising the standard of the live stock industry. The Royal Agricultural Fair would do much to bring this about. He promised as far as possible the co-operation of the government with the project.

Doherty Approves. Hon. Manning Doherty, Ontario minister of agriculture, also warmly approved the project and promised that the matter would receive the very earnest consideration of the new government in the Queen's Park. The live stock industry was one of the basic industries of the country and the government were fully seized of the importance of doing all in its power. Mr. Doherty apologized for Premier Doherty's unavoidable absence at a cabinet meeting.

The organization work of the general live stock committee to establish a national live stock winter fair was fully approved and the charter presented adopted.

It was decided to obtain sufficient money to finance the work from new sources and if possible to arrange for completing the building in time to hold the first show in December, 1920.

The following officers were then elected: Wm. Dryden, president; H. E. Cox, vice-president; G. W. Walker, J. J. Morrison, Harry McGee, W. W. Ballantyne and George Pepper, executive committee.

The directors instructed the executive to secure, if possible, C. F. Ballie's services as managing director. Term of appointment and salary was left to the executive.

A unanimous resolution was passed of appreciation for the expressions of full co-operation from Dr. Tolmie and Manning Doherty, federal and provincial ministers of agriculture, with the association in establishing a great national winter show; also to Hon. Geo. S. Henry for his work during his term as minister. The executive appointed Mr. Geo. Day treasurer.

Alberta Conditions. Dr. Tolmie told The World of conditions in Alberta, which he had recently visited.

Large numbers of cattle were being fed in southern Alberta,