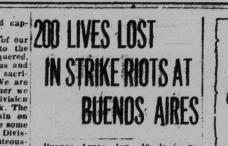
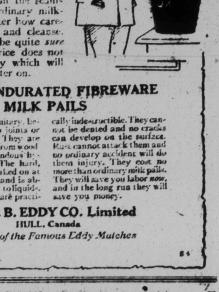


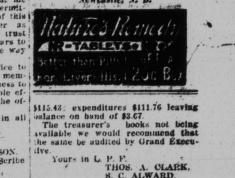
THE UNION ADVOCATE





Page Three





15

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!

neglected

Before the stupendous amount of \$676,000,000 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 Covernment had to sell bonds.

Every point and feature of Victory Bonds was illustrated and described before and during the campaign-in advertisements. No argument was 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.

overlooked. No selling point was

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

The Minister of Finance acknow-ledges this. His own words are:

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

E. R. Wood, Chairman of the Dominion Executive Committee having oversight of The compaign to raise Victory Loan. 1918, said " ... The press publicity compaign bill some as one of the most remarkable and efficient publicity compaigns ever under-taken in any country." and Mr, J. H. Gundy, Vice-Chairman of the same committee said: "I have been sulfing 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 of my hat to the press of Canada."

The success of the 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.

Refit (Co., D.G.W. P., H. W. D. Smith, Port Elgin No. 442, Port Elgin, D.G
W.P., C. C. Rayworth
Bay View No 442, Bay du Vin
Northumberiand County, D.G.W.P.
W. P. Williston,
Riverside No. 457. Black River
Bridge, Northumberiand County, D.G
W.P., Jas. Godfrey.
Life Line No. 462, Dorchester, D.G
W.P., Rev. B. H. Thomas.
Excelsior No. 469, Mundleville
Kent Co., D.G.W.P., Cavan Murray.
Windsor No. 473, Little Ridgeton
Charlotte Co., D.G.W.P., A. F. Matherson. Bay View No. 443. Bay du Vin
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Riverside No. 437. Black Rivel
Bridge Northumberland County. D.G.
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W.P. ass. Godfrey.
Facelsior No. 460. Mundleville
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Windsor Xo. 473. Little Ridgeton
Charlotte Co., D.G. W.P. A. F. Mathana
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tood work. This does not mean that I am leav-ing the work, only, one particular prand of it, ioaving what I tried to do for the Grand Division, to abler and setter hands to complete. During the thirty sears of my con

take their place in the affairs of life We shall miss them from this gather-ing, but trust in every sense, condi-tions will be different when we meet will be decided by the Cabinet with-in the next few days. Agrangements in fact, have been under way for some weeks looking to an opening early in February. There is a pos-sibility that the Government will this session revert to the old practice of opening on Thursday. In that event Parliament would probably open on February 6 or February 13. Last ses-sion Parliament opened on a Monday. CASTORIA For Infants and Children In Use For Over 30 Years Cart Hitching BUY War-Savings Stamps On Sale at all MONEY-ORDER POST OFFICES BANKS AND 12. WHEREVER DISPLAYED THIS SIGN BUY War-Savings Stamps for \$4.00 each, place them on the Certificate, which will be given to you; have your Stamps registered against loss, free of charge at any Money-Order Post Office: and on the first day of 1924, Canada will pay you \$3.00 each for your stamps.

As an aid to the purchase of W.-S. S. you can buy THRIFT Stamps for 25 certs each. Sixteen of these Thrift Stamps on a Thrift Card will be exchanged for a W.-S. S. Thrift Stamps do not bear interest. Their virtue is that they enable you to popy every 25 cents you can save towards the purchase of a Government, interest-lisaring security.

"If high rates of internat must be paid on Government borrow-ings if is but right that every man, women, and child should have the opportunity to seen this interest."—Sir Thomas White.

\$5.00 for \$4.00