

272

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Victory Loan—Its Purpose and Meaning

Necessity for the business man and wage earner to subscribe to the Victory Loan for self-protection—For the maintenance of business prosperity and profitable employment.

From October 28th to November 16th determined efforts are being made by those in charge to canvass every individual within the confines of the Dominion of Canada for subscriptions to the Victory Loan. While the general business interests appreciate the enormous importance of the Victory Loan and take pride in working for its success, sufficient emphasis has not been laid upon the purely selfish aspect of the Loan to the business interests and the wage earners.

The patriotic motive has always been the dominate one and should continue to be. Where the men are fighting in France there should go every resource we possess to aid them in their self-sacrifice and heroism. That motive has sufficient claim upon every one's resources to make any appeal which the Dominion Government makes a success limited only by the actual financial power of the community. The secondary emphasis, however, should not be neglected, and that is the value of the Victory Loan to Canadian industries and workers.

In time of war, the Government takes a profound hold on the business of the nation and as it proceeds this hold becomes firmer and strong and war as it is fought today involves the entire economic resources of the nation and the turning of these resources to war purposes alone

to such an extent that the economic struggle is secondary only to the use of the man power in military struggle. To wage war requires enormous credits. The proceeds of credits go to a small extent to those directly participating in the struggle as soldiers or sailors in the way of salaries, separation allowances, etc. The great bulk, however, goes to their feeding, equipment and all classes of munitions provided for from the agricultural, commercial and industrial products of the nation and are paid for with the proceeds of loans made by the Government. The ramifications of these orders placed by the Dominion Government on the farm, in the factory or in transportation effect every essential industry in the nation

and react on a great number of non-essential industries; so that, while, it is a curious commentary it is nevertheless true, the manufacture of luxuries and non-essentials is greatly stimulated by war purchases.

If we consider from two motives it is essential to subscribe for war loans, the first being the patriotic motive, the second being the motive to possess the best security in Canada and as good as any in the world at a very attractive rate of interest. The third motive, of self-interest and personal necessity should be emphatically stated. To the business man it means that he must participate in the Victory Loan for the purpose of maintaining his own profit. To the wage earner that he must participate in the Victory Loan in order to maintain his job. This phase is not so apparent, though it is manifestly true.

If we take the case of British Columbia we can readily see that there are three large avenues of governmental expenditure, apart from the military organization itself, operating. There was formerly the important industry of manufacturing shells, but due to the greater facilities and the greater co-ordination of work and nearness to transshipping centres, the shell industry in British Columbia has ceased. British Columbia, however, receives a large amount of money each year for war purposes from mining, from lumbering and from ship-building.

The war has created an enormous demand for metals, and practically the entire production of copper, lead and zinc in British Columbia is being used in the manufacture of war

munitions. The Government purchases these metals directly or indirectly and pays well for them. Every metal mine within the province is kept working to full capacity except when prevented because of labor trouble because of these war purchases. Mines require machinery which require factories to produce them. They require all classes of mining supplies which require factories to make them. They require large supplies of labor, both skilled and unskilled, and supplies in the shape of food, clothing, etc., for the miners. If the Government did not buy the outputs of these mines their production would be curtailed, the prices of the product would be lowered, the men would receive less wages,

Peace talk should not be allowed to interfere with the Victory Loan campaign, for the case for the loan under all circumstances is irresistible. To-day the war is costing Canada over \$1,000,000 a day, and instead of becoming less, the expenditure, if anything, is rising... This year the country's war bill will be \$400,000,000. The chief purpose of the Victory Loan, of course, is to maintain Canada's fighting forces; but this is only one feature of it... Canadian industry to-day is very nearly as dependent on the Victory Loan as is the Canadian Army. That business in this country is in a flourishing state is directly due to the fact that the Dominion Government's advancing, on the average, to various industries possibly as much as \$35,000,000 a month.

What the success of the Victory Loan will mean to Canada during the next twelve months can best be realized by recalling what it has meant during the last twelve. An advance of \$1,000,000 enabled the Imperial Munitions Board to begin the manufacture of airplanes in Toronto, of which hundreds have already been produced. Another advance of \$10,000,000 to the Board enabled it to award contracts for the building of 44 wooden ships. This shipbuilding programme has been extended so that already orders have been given for the building of 90 steel and wooden ships, valued at over \$60,000,000.

Canada can get all the war orders she can handle, and Great Britain will take nearly all her surplus agricultural products, but our people must provide the money to finance the sales. If this is not done, Canadian industry must slow down, and all know what this means to the workmen now employed at high wages.

The Victory Loan must be made a success whether peace comes to-morrow or a year hence.