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Victory Loan Campaign and Its Organization

Outline of Plan of Organization Shows Same Comprehensive Treatment as Last Year, With Practically the Same Body of Men—Scheme of Reaching all Parts of Province and Yukon.

On October 27th next, the third Victory Loan will be opened for subscription from one end of Canada to the other, concluding on November 15th. While the official prospectus of the Loan calls for \$300,000,000 in reality \$500,000,000 are needed by the government to carry on the programme outlined and provided for at the last session of the Dominion Parliament. The terms of the Loan are 5½% and are for a period of either five or fifteen years and is similar to the previous issue with the exception that it is not tax exempt as all previous issues are.

The great work of organizing Canada from one end to the other in an intensive whirlwind campaign of three weeks has been consuming the energies of a large group of business men throughout the nation. The splendid system built up during the last campaign will be followed almost entirely in this new campaign. Whatever were the early doubts as to the success of this now Loan are fast disappearing in the perfecting of the comprehensive organization which is now taking place.

The Dominion organization and the various provincial organizations are practically in the same hands as last year. The British Columbia organization is working out a similar comprehensive scheme and is again under the chairmanship of Mr. W. H. Malkin, assisted by Brig-

Gen. V. W. Odlum as vice-chairman, and Mr. L. W. Makovski, as secretary. The executive committee of the organization is composed of the chairman together with Mr. Stanley Burke, Brig-Gen. R. P. Clarke, Mr. J. J. Coughlan, Mayor Gale, Messrs. George Kidd, T. H. Kirk, J. Nelson, J. P. Nicolls, G. C. Perkins, F. W. Rounsefell, P. G. Shallcross, Campbell Sweeny and H. H. Watson. The business committee of the provincial organization is composed of Mr. H. H. Watson, chairman, S. Burke, J. J. Coughlan, W. H. Malkin, J. P. Nicolls, Brig-Gen. V. W. Odlum, F. W. Rounsefell, and P. G. Shallcross.

The work of co-ordinating the operations of the vari-

ous committees is under the chairmanship of Mr. S. Burke, assisted by Mr. K. A. McLennan. The publicity committee is under the chairmanship of Mr. O. A. Olson, with a very capable corp of associates, carrying on the various phases of the publicity campaign. The public speakers campaign is again under the chairmanship of Mr. J. N. Ellis, assisted by Mr. S. L. Howe, F. W. Marsh and Mr. B. S. Brown.

The press news and feature service is composed of Mr. John Nelson, chairman, and Mr. D. C. Jenkins. The finance committee is under the chairmanship of Mr. F. W. Rounsefell, Mr. W. H. Malkin and Mr. J. P. Nicolls. The industrial sales committee is under the chairmanship of Mr. J. J. Coughlan, Mr. W. Phillips and Mr. W. Blake Wilson, while the special subscriptions committee is under the chairmanship of Mr. George Kidd, assisted by Mr. E. C. Knight and Mr. B. D. Rogers. The international committee is under the chairmanship of Mr. L. W. Makovski and with him will be associated the various national group leaders residing in the Province. The records of accounts of the organization will be under the control of Mr. H. W. Dyson, assisted by Mr. G. H. Warde. The General Committee is composed of about fifty prominent business men with whom the provincial organization will consult as to necessary changes that may have to be made in the course or in the conduct of the forthcoming campaign.

The Victoria City and Vancouver Island Committee is headed by Brig-Gen. R. P. Clarke as chairman, and Mr. R. F. Taylor as vice-chairman. The secretary of this Committee is Major A. E. Christie.

The Vancouver City Committee is constituted as last year with Mayor R. H. Gale as chairman, Mr. Frank Parsons, vice-chairman and Mr. R. D. Dinning as secretary. The New Westminster and district section is under the chairmanship of Rev. F. W. Kerr.

The campaign outside of the districts mentioned is under the control of Mr. J. D. Kearns, as manager. In outlining the work of the provincial districts, Mr. Kearns is continuing the form of the very successful campaign as carried on last year. In general there are four major divisions which include Victoria and southeastern portion of Vancouver Island as number 1; Vancouver City as number 2; Greater

Considered from the standpoint of self interest people should subscribe with the utmost liberality to the Victory Loan 1919.

Keep Canadian Factories busy by subscribing to the limit of your ability to the Victory Loan 1919.

Render a distinct national service and also serve yourself by subscribing all you can to the Victory Loan 1919.

Success of the Victory Loan 1919 is the greatest insurance against economic depression.

It was a great day for Canada when she began to finance herself. Keep up the good work by buying more Victory Bonds.

Buying Victory Bonds is great training in saving your money.

You know what a comfort you find in the possession of your Victory Bonds. Buy some more.

When you subscribe for Victory Bonds you are preparing for a sunny day.

The "nest egg" is always safe if it is in Victory Bonds.

Your country's "promise to pay" is at the back of Victory Bonds. Buy all you can.