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Canada's Victory Loan and British Columbia

Plan of Campaign and Duty of Every Business Man to Devote Himself to Making it a Success.

In order that the business interests of British Columbia may have some idea of the forthcoming "Victory Loan" and the plan to make it popular, with a much increased public participation, as well as an increased total subscription, it might not be out of place to give a brief summary of the plan of organization of the entire Dominion and its application to British Columbia.

The Minister of Finance has called together a group of the most capable bond-men, financiers and organizers for the purpose of handling this new loan. This group is given charge of the campaign with power to organize a thorough and comprehensive scheme for making the loan a complete success, and putting the scheme into effect. This group is known as the Central Executive Committee with headquarters at Toronto. The committee has been broken up into smaller committees charged with the various phases of the campaign, such as publicity, sales, recording, etc.

The publicity committee has prepared copy and plans which are to be carried out throughout the entire Dominion at the same time. The press campaign is very broad and includes practically every paper and publication in the country. Films are being prepared to be shown in every moving picture house in Canada. Billboards are being used extensively and the "sandwich man" will not be overlooked. Circulars and other literature will be distributed to every home and office and home in the land, and a personal letter from the Finance Minister will be sent to every householder. Innumerable speakers will be presented wherever people meet, to tell about the loan and the duty to subscribe. Music, electric lights, whistles and every conceivable thing that can call attention to the loan will be used.

The sales end of the business will be similarly comprehensive and it is to be hoped that hardly anyone living in Canada will be neglected to be called upon personally by someone, in the course of the campaign.

Recording of the subscriptions and details of plans of making subscriptions and paying therefor have been worked out with great care.

The plan of the executive committee at Toronto, is to divide the Dominion into provincial committees, which will be charged with carrying out the plan in all its details in each of the provinces. The central committee will send all the literature, films, etc., to the provincial executive committees who will in turn distribute to the city and district committees within the confines of the various provinces; and so on with other phases of the campaign. Every provincial campaign will be similar except as to small details made necessary by local conditions. Nova Scotia will be doing the same things on the same day as British Columbia.

The campaign in British Columbia is being thoroughly and efficiently organized. Mr. Wm. Farrell is chairman of the provincial executive. Around him are a group of prominent business men and financiers. The provincial chairman has appointed a group of provincial organizers who have gone into the various districts of the province, organizing district and municipal committees in every part of the province, telling the people about the loan and working up enthusiasm for its reception. The municipal councils, business men's organizations, labor unions, etc., have all been embraced in the plan and are looking forward to the official announcement which it is expected will be made on November 12th, next.

In the larger centres such as New Westminster, Victoria, Nelson and Vancouver, a more comprehensive organization has to be instituted. The plan for instance of Victoria, is very similar to that of Vancouver, and what may be said of Vancouver will apply to Victoria,

etc., except as density of population may require an expansion or contraction of organization. The need is to be thorough and enthusiastic.

To cover Vancouver, a city executive has been created. The work has been divided under publicity, industrial, canvassing and larger subscriptions. The publicity chairman will have nothing to do with the papers and periodicals; that being all arranged through Toronto, except matters of a local flavor and interest. He is, however, to look after the moving picture houses, theatres, clubs, fraternal and business organizations, speakers, parades, music, lights, etc., posters, billboards, and distribution of circulars. He will be charged with making the loan known, except through

Co-operation is Required

It is by the co-operation of all concerned that the Military Service Act will be applied most smoothly and with the least possible delay and trouble. This is plain, now that the programme to be carried out has been explained to the country in its broad outlines.

The men to be selected themselves, their parents or near relatives or their employers are being called upon to assist in the business-like operation of the Act, and the kind of response that is made to this appeal will be an interesting indication of the good sense and democratic spirit of the Canadian people. Leading authorities here are unanimous in agreeing that, when the people get to understand the ultimate value of the Military Service Act, its fairness and its advantages, it will work so smoothly that the country will hardly notice it in application.