

## HOW TO CARRY ON AN "OWN YOUR HOME" CAMPAIGN

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sented Louisiana, Kentucky, Tennessee, Alabama, Mississippi, Oklahoma and Arkansas. He was successful in getting the governors of all these states to issue special proclamations, setting aside an "Own Your Home" Day in each state. He arranged meetings in the various capital cities, where appropriate programs were carried out and the meetings were attended by a very large number, some of them running as high as 4,000 and 5,000 in attendance.

I will give you a general idea as to how the Government "Own Your Home Manual" recommends that local campaigns be organized.

The General Committee is to consist of civic and industrial leaders in the city with a recognized leader as chairman, such as the Mayor, President of the Chamber of Commerce, or president of some other commercial organization or Realty Boards, and to select from this committee an executive committee consisting of five persons, with power to act between meetings of the General Committee and appoint eighteen sub-committees:

- Finance.
- Publicity and Campaign Methods.
- Mercantile Institutions.
- Public Service Corporations.
- Education.
- Religious Activities.
- Industrial Workers and Labor Unions.
- Hotels and Restaurants.
- Exhibits and Management of Headquarters.
- Women's Clubs.
- Speakers and Meetings.
- Prize Contests.
- Civic Bodies.
- Theatres and Amusements.
- Industrial Plants.
- Music.
- Printing and Supplies.
- Lot Donations.

I will give you a brief outline of the functions of each committee:

1. COMMITTEE ON FINANCE: The principal function of this committee is to raise sufficient funds to carry on the campaign for the time desired and to look after any

other financing that the General Committee may deem advisable in assisting people to own their own homes.

2. COMMITTEE ON PUBLICITY AND CAMPAIGN METHODS: As the success of the campaign depends largely on good publicity the services of the best man obtainable should be secured as chairman. He should be a man of large experience in newspaper and advertising work.

It is suggested that this committee make free use of the appeal of Secretary W. B. Wilson, of the Department of Labor, to all merchants and manufacturers that they advertise to stimulate business. To quote from advertising now appearing in the largest metropolitan newspapers, Secretary Wilson says:

"A sure form of business promotion and one that spreads the happy spirit of optimism to all is advertising. Advertise—increase your advertising. Have it as forceful and productive as the best brains and skill can make it. Advertising is the surest, quickest, and most economical business producer known to industry today."

Secure articles for men and women of national and international reputation to be published in the daily papers as the campaign progresses.

3. COMMITTEE ON MERCANTILE INSTITUTIONS: All mercantile institutions will be able to render a substantial service by carrying the "Own Your Home" slogan in their local newspaper ads. The large stores can materially aid by special window displays on home ownership, home construction, appliances, fixtures, tools, decorations, ornaments, etc., always emphasizing "Own Your Home." The large institutions, in sending out thousands of statements monthly, may be readily induced to print a small insert conveying a message relative to home ownership. The large posters to be collected by the Committee on Prize Contests should be used by this committee to a great advantage in store-window displays. "Own Your Home" stickers could be attached to all packages leaving the stores.

The public service corporations very generally are vitally interested in construction of homes and upbuilding of the city. It will go a long way towards stabilizing labor conditions and increasing the consumption of electricity, gas, car-fares, etc.

5. COMMITTEE ON EDUCATION: This is a very important committee and offers a great field for good publicity. One of the leading educators of the city should be chairman. The functions of this committee is to see that

## SOUTH VANCOUVER

**A**N EXTENSIVE TAX SALE will be held in this municipality on Wednesday, September 10. The amount of money against every lot includes all charges up to the end of 1919, also a fee of \$5.00 for the cost of obtaining title. There will be no further expense to purchasers for obtaining an indefeasible title, which will be issued to the purchaser at the end of one year if the property is not redeemed; and if redeemed, 8% interest will be allowed for the use of the money.

This is one of the best municipalities in B. C., the most populous in Canada, and adjoins the City of Vancouver. The development taking place on the North Arm of the Fraser, and industries going in there, will make this a most desirable municipality for homes, as it is only six miles from Burrard Inlet to the North Arm of the Fraser, and the City of Vancouver and South Vancouver lie in between.

Already this year 70% of the 1919 taxes has been paid. Collections from all sources for the year 1919 up to the 15th day of August amounted to \$848,377.51.

For 1918 to Sept. 30 they amounted to \$677,151.57.

For 1917 to Sept. 30 they amounted to \$574,391.37.

The total number of pupils in the schools is 5,461.

Total number of schools, including High School, 15.

Value of school buildings, \$700,000.

Number of teachers in High School, 11.

Total number of teachers in all schools, 156.

Street lights, 525.

Water services, 7,205.

Paved streets, 6.60 miles.

Macadamized streets, 47.14 miles.

Other streets, 192.26 miles.

Sidewalks, 118 miles.

Street railway mileage, 17.37.

Water main mileage, 208.022.

Sewer mileage, 10.

Storm sewer mileage, 7.

Recently the Dominion Government has let a contract for the dredging of the North Arm of the Fraser, which together with what their own dredges will do, will amount to \$250,000.

The Gregory Tire & Rubber Company has decided to build a large plant in the municipality for the manufacture of tires, tubes and various other rubber products. This promises in the near future to employ a great many hands at good wages. The company made this selection after viewing sites in other municipalities. It was finally decided that South Vancouver was the proper location.

Other industries are constantly locating in the municipality. Here are some of them: Five Lumber Mills; Dominion Creosoting Works; Tannery; Cooperage; Toy Factory; Box Factory; four Monumental Masons; Bake Shops; Dairies; Machinery Brokers, etc.

Fine Park Sites; several miles of Pacific Highway, etc.

Lists are ready after August 25th.

F. J. GILLESPIE, Commissioner.