



22472

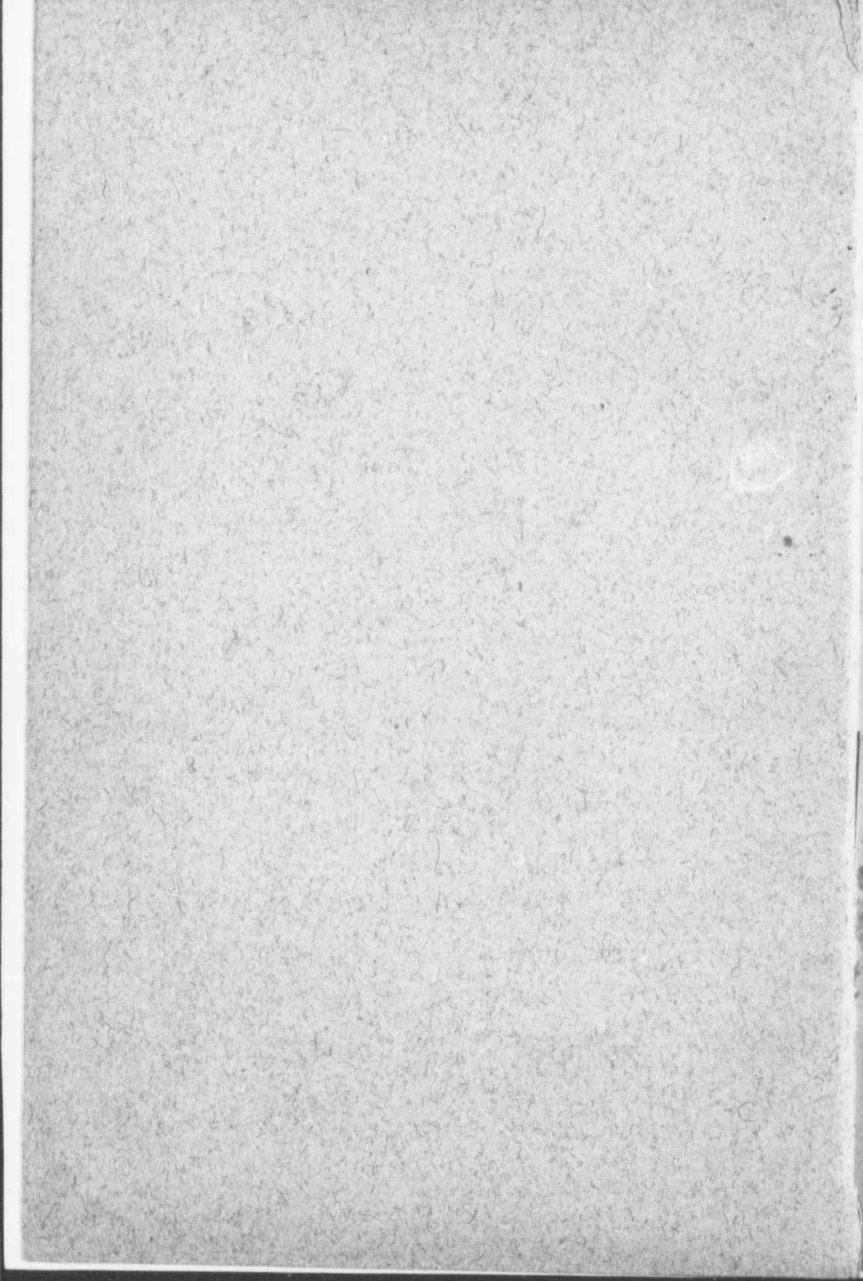
The Victory Loan

1919

Its Message to Speakers



ISSUED BY
DOMINION PUBLICITY COMMITTEE
VICTORY LOAN 1919



Acc 8022472

The Victory Loan

1919

Its Message to Speakers

"To you, from falling hands, We
throw The Torch. Be yours to
hold it high."

"That these honored dead shall
not have died in vain."

"Keep Faith."

FOR his definite information, every Victory Loan
Speaker should secure from his Local Victory Loan
Headquarters a copy of:—

1. "3/5 For War Costs—1/3 For Farm Products—All
Spent in Canada."
2. "What You Want to Know About the Victory Loan, 1919."

ISSUED BY
DOMINION PUBLICITY COMMITTEE
VICTORY LOAN 1919



Acc 9022472

The Victory Loan

1919

Its Message to Speakers

"To you, from falling hands, We
throw The Torch. Be yours to
hold it high."

"That these honored dead shall
not have died in vain."

"Keep Faith."

ISSUED BY
DOMINION PUBLICITY COMMITTEE
VICTORY LOAN 1919

HJ8513

V53

1919

P***

880862

INDEX.

	Page
Elements of Successful Speaking for the Campaign - - -	4
Suggestions for Speakers - - - - -	5
"Don'ts" for Speakers - - - - -	6
Survey of Victory Loan, 1919, Arguments under Two Separate Headings—Patriotism and Investment - - - -	7
Possible Objections to Buying Victory Bonds, 1919—- - - and Answers - - - - -	11
Report as to Number of Subscribers and Amounts of Subscriptions as Furnished by the Finance Department	12
Material for "Thrift Talk" - - - - -	15
Outline and Suggestions for an Address—Title, "Finish the Job" -	17
Outline and Suggestions for an Address to be given by an Officer or an Enlisted Man who has been Overseas - - - -	21
Outline and Suggestions for an Address—Title, "Peace and Prosperity" - - - - -	24
Lest We Forget - - - - -	27
Stirring Appeals - - - - -	27
Where Have You Laid Him? - - - - -	30
In Flanders Fields - - - - -	30

ELEMENTS OF SUCCESSFUL SPEAKING FOR THE CAMPAIGN

THERE was so much speaking on matters of national interest during the war that the speaker must have to-day a fresh, strong message in order to get a hearing.

He must appreciate the mental attitude of his audience, whether it be hostile, friendly, or indifferent.

He must create expectation and satisfy desire.

He must realize that only that speech which convinces is a success.

The approach to different elements of our population must be distinctive. Broadly speaking, the students in schools, the workers in industrial plants, the employees of mercantile groups, farmers, professional people, members of social organizations, must be considered as distinct units. While the principles underlying the Victory Loan Campaign are the same for all, the peculiar situation of each must be carefully considered in framing the appeal.

SUGGESTIONS FOR SPEAKERS

BEGIN with a strong, positive, concrete statement,—something that will immediately arrest the attention of your audience. Example—state at once Proceeds of Loan, 1918,—spent 3/5 for war costs, 1/3 for farm products—All spent in Canada.

Avoid oratory. Fine phrases will weaken rather than strengthen your speech.

Talk in plain, human manner. Use simple language. Avoid preaching and moralizing.

When you make a strong point, pause—let it sink in.

Use an anecdote or illustration only to drive home a thought.

Speak distinctly. Try to reach the person farthest from the platform.

Speak with authority. Remember that you represent Canada, and do not let your audience forget it.

Finally, finish strong. Beware of an anti-climax.

DONT'S FOR SPEAKERS

- Do not threaten.
- Do not talk politics.
- Do not stray from your subject.
- Do not air your personal views.
- Do not offend against good taste.
- Do not talk over your allotted time.
- Do not make individuals targets for remarks.
- Do not blaspheme, even for purposes of emphasis.
- Do not classify as "slacker" those who fail to buy Bonds.
- Do not forget that you represent Canada—be a credit to her.
- Do not make negative statements—always put your ideas in positive form.
- Do not fail to notify the proper authority if you cannot fill your assignment.
- Do not fail to thank, in the name of Canada, the chairman of the meeting, or the manager of the theatre (should you speak in one) for his courtesy in permitting you to speak.

**SURVEY OF VICTORY LOAN, 1919, ARGUMENTS UNDER TWO
SEPARATE HEADINGS—PATRIOTISM AND INVESTMENT**

PATRIOTISM

The Individual Viewpoint

1. We should pay by means of the Victory Loan, 1919—
 - (a) The unpaid amounts necessary to finish the job.

(*Extract from "What You Want to Know About the Victory Loan, 1919."*)

Q.—What is meant by "War and Demobilization Expenses?"

A.—The cost of bringing our soldiers home; their maintenance and pay until discharged; pay for those still undemobilized, including the sick and wounded who are in hospital; the up-keep of hospitals and their medical and nursing staffs.

Q.—How much of the new Loan will these items use?

A.—Over \$200,000,000.

Q.—Besides these, what other obligations have we undertaken regarding our soldiers?

A.—War-Service Gratuities; money to finance the Department of Soldiers' Civil Re-establishment, including Vocational Training; and money for the working out of the Soldiers' Land Settlement Act.

Q.—How much of the new Loan will go for Gratuities?

A.—\$61,000,000—the amount needed to complete the total grant of \$120,000,000 authorized by Parliament for payment to our soldiers to tide over the period between their discharge and re-adjustment to civil life.

 - (b) For the Peace for which our soldiers fought and died.
 - (c) For the preservation of Liberty for our homes and country.
 2. Success of the Victory Loan, 1919, will uphold the Canadian ideal, because,—
 - (a) Love of Liberty and Justice inspired us in fighting.
 - (b) Paying the cost will show we adhere to the same principles now.
 3. Victory has made each of us a trustee of humanity, because,—
 - (a) It has emphasized our position as a world power.
 - (b) Every citizen now must assume proportionate responsibility.
 4. Payment of war bills is a duty no one can escape, because,—
 - (a) Each of us must help defray the cost of protection to himself.
 - (b) It is unfair to expect others to pay your share.
 - (c) It is wrong to say "Let George do it."

5. There is a business argument for Patriotism.

(Extracts from "What You Want to Know About the Victory Loan, 1919.")

Q.—Why should a man buy Victory Bonds yielding $5\frac{1}{2}$ per cent. when he can get 7 per cent. on something else?

A.—The something else is not as safe. Remember, the whole Dominion of Canada is security for that $5\frac{1}{2}$ per cent. In fact, Canadians are fortunate to get such a high rate. The people of Great Britain, France and the United States do not get as much.

The National Viewpoint

Clearing up the war debt is,—

- (a) A matter of national pride.

1—A nation's debts must be paid, like an individual's, to maintain the nation's honor.

2—Through payment of our debt, the nation can express its gratitude to its soldiers, both dead and living.

- (b) Is a matter of national acumen.

1—A nation's credit must stand high, like an individual's, to enable development of trade abroad and maintain prosperity at home.

2—The credit of the individual cannot be greater than the credit of the nation.

- (c) The success of the Victory Loan, 1919, is a duty we owe to the world, because,—

1—It will show that the country is enthusiastically behind the ideals for which we fought.

2—Those ideals involved the future of humanity and freedom.

Is it because we no longer hear the sound of guns, we feel privileged to lay aside our patriotism, to lay it on the shelf, to forget the honorable commitments of Canada?

We are not going to float the Loan strictly on a commercial basis. We have got to invoke the patriotism of the Canadian people, and we are going to do it confidently. There should be such a response as was never before witnessed in Canada. It is our deliberate judgment that it would be a profanation of the spirit that has already been exhibited to say that we should consider the matter in cold blood and on a strictly business basis.

INVESTMENT

The Individual Viewpoint

1. The success of the Victory Loan, 1919, is a matter of self-interest, because,—
 - (a) The whole Dominion of Canada is your security.
 - (b) The income return is $5\frac{1}{2}$ per cent. per annum. The people of Great Britain, France and United States do not get so much, and remember the "something else" which "promises" more is not so safe.
 - (c) Nothing else can be so quickly and so satisfactorily turned into cash.
 - (d) There is good prospect of a profit. The Bonds of every War Loan and Victory Loan are selling to-day at higher prices than the issue price.
2. The Victory Loan, 1919, offers unusual opportunity for benefits from thrift, because,—
 - (a) It helps build up "rainy day" funds.
 - (b) Bond owners are in better position to borrow advantageously in emergencies or for profitable business enterprises.
 - (c) With the inevitable decline in commodity prices, the dollar invested in Victory Bonds will constantly increase in value.
 - (d) Investment in the Bonds means a regular income in addition to salary, wages or business profits.

The National Viewpoint

1. From the national viewpoint, the success of the Loan is vital, because,—
 - (a) Upon this alone depends Canada's ability to continue credits to Great Britain and the Allies so that they may buy the exportable surplus of our foodstuffs. This trade is absolutely essential to the continuance of our Prosperity—and Europe cannot pay cash for everything she buys.
 - (b) The facilitation of this trade during Europe's critical reconstruction period will establish trade relationships that may well pave the way to greater trade development and continued national prosperity.

Great Britain and our Allies stand eager to buy heavily of Canadian wheat, foodstuffs, timber and manufactures—if Canada will but give them credit.

And if Canada does not, other nations will.

Canada purposes, therefore, to make further advances to Great Britain and our Allies to ensure the continued purchase in Canada of Canadian products.

Then comes the Reconstructive work at home. Money must be forthcoming for it, too.

This includes National Investments in shipbuilding, railway replacements and the Provincial housing program.

Canada, therefore, calls on her citizens to heavily oversubscribe the Victory Loan, 1919.

Whether she will have money in hand to repay promptly and fully her temporary indebtedness, to meet her war-incurred expenses, and in addition, to finance her Export Trade, her Home Reconstruction and her continued Prosperity depends entirely on the completeness of the answer of the Canadian people.

Canada called before—and the Nation sprang to arms.

Let us keep Patriotism mobilized for the Task of Peace.

Canadians will make the Victory Loan, 1919, the crowning success of Canada's war struggle.

For on it depends the establishment of National Prosperity upon secure foundations.

2. The process of READJUSTMENT will be simplified:—

- (a) By relieving the banks from carrying a large part of Canada's obligations and aiding them in the exercise of their function as lenders of funds for current business needs.
- (b) By aiding the banks to finance fundamental needs such as crops, production of raw material and repairs on plant.
- (c) The expansion in our foreign trade which will be made possible by the Victory Loan, 1919, adds to the wealth behind the Bonds, because it increases the wealth of the Nation.

Business readjustment will proceed more rapidly if there is a very wide distribution of the Bonds.

The Banks must not be required to take the bulk of the issues, as this would limit their ability to extend credits and restrict the undertaking of new business enterprises.

The World Viewpoint

From the world viewpoint the following should be considered—

The success of the Victory Loan, 1919, will assure the continuation of our shipbuilding program, which is a vital feature of foreign expansion.

POSSIBLE OBJECTIONS TO BUYING VICTORY BONDS, 1919

With the aim of helping speakers to meet objections, the following series of possible objections and arguments against the Loan has been compiled, with answers—

Objection 1—

"The war is over, so I do not see why I should invest in the Victory Loan, 1919."

Answer—

- (a) 1919 is a war year—financially.
- (b) Cost of bringing soldiers home; Maintenance and Pay; Up-keep of Hospitals:—\$200,000,000.
- (c) Gratuities—\$61,000,000 to complete the grant *already* authorized.
- (d) Civil Re-establishment:—\$33,000,000.
- (e) Land Settlement:—\$24,000,000.

These are **our** soldiers. We stood together to send them over. It is our job to stand together to bring them home. The war is not actually over until we have paid for bringing every one of our men home. Your money in this Loan will help to pay their fares back. Canada has to "carry on" till the bills are all paid.

Objection 2—

"I subscribed to the other Loans and, therefore, did my whole duty."

Answer—

As H. R. H. Prince of Wales has said, the Victory Loan is "The Bridge from War to Peace." Who can conscientiously leave Canada without the means to reap the fruits of Victory for which she has given so many of her sons and so much of her money.

Objection 3—

"There will be plenty of others who will buy Bonds and make the Loan a success. Let the other fellow do it."

Answer—

When your house is burning down, do you "let the other fellow do it?" Don't you go and get a bucket yourself and try and quench the flames? Apply that idea to your country's affairs. Of course, Canada is not going to fail because you don't buy a Bond, but if there are a few million like you, then Canada will be in a sad plight financially, and the results will be serious to every phase of national life.

The men who went abroad didn't ask the other fellow to do it, when they went over the top.

VICTORY LOAN, 1918

Report as to number of subscribers and amounts of subscriptions as furnished by the Finance Department.

No. of Subscribers	Amount of Subscription		
707,701	\$ 50 to	\$ 500 inclusive	\$111,115,650
63,105	550 to	1,000	61,833,750
21,817	1,050 to	2,000	38,188,450
7,562	2,050 to	3,000	20,706,450
8,706	3,050 to	5,000	39,578,600
4,808	5,050 to	10,000	40,791,250
1,136	10,050 to	15,000	15,311,500
1,679	15,050 to	25,000	37,648,300
963	25,050 to	50,000	40,705,150
190	50,050 to	75,000	12,464,500
325	75,050 to	100,000	31,459,500
198	110,050 to	200,000	30,726,700
98	200,050 to	300,000	26,127,050
28	300,050 to	400,000	11,057,700
59	400,050 to	500,000	28,884,350
47	500,050 to	1,000,000	37,379,050
42	1,000,000 upwards		82,039,150
818,464		TOTAL . . .	\$666,017,100

Objection 4—

"The little that I could do wouldn't count one way or the other."

Answer—

If a town composed of wooden houses depended upon a pail of water in each house to right a fire, it would probably suffer disaster, whereas if all the water in those pails was kept in a reservoir at some central point and piped to the respective houses, any incipient conflagration might easily be stopped. The little you can do added to the purchases of others will make the whole a vital contribution. Note that there were over 700,000 buyers of \$50 to \$500 Bonds last year.

Objection 5—

"With peace, the banks and big business interests ought to finance any war debt remaining."

Answer—

If all the capital of the banks and big interests were tied up in Victory Bonds, then what would you do if you wanted some money for your business? By all means leave the banks free to a considerable extent to do the necessary financing for the commercial development now opening up. Of course, the banks are behind the Loan, but a popular Loan means easier credit and lower taxation in the future.

Objection 6—

"I cannot afford to buy Bonds of the Victory Loan, 1919."

Answer—

Can anyone afford not to make a good investment? You are not giving your money to Canada; you are loaning it and receiving a good rate of interest on an incomparably safe investment. There is not a man in the country who can afford not to buy Bonds in this Loan. Besides, little cash is required—you can save and pay.

(Extract "From What You Want to Know About the Victory Loan, 1919.")

Q.—Do I have to pay cash for my Bonds?

A.—Not necessarily. If you buy a \$1,000 Bond, you pay \$100 on application. For this purpose, use the cheque form included with the Official Application—(Any Victory Loan Official Representative will show you how). \$200 more is due on December 9th, 1919; \$200 on January 9th, 1920; \$200 on February 10th, 1920, and \$312.10 on March 9th, 1920—then the Bond is yours, fully paid. The last payment of \$312.10 covers 30% balance of principal and \$12.10 representing accrued interest at $5\frac{1}{2}$ per cent. from November 1st to due dates of the respective instalments. If you buy a \$500 Bond, divide each of the above payments by two; if a \$100 Bond, by ten; if a \$50 Bond, by twenty.

Q.—Can I buy a Bond on a different instalment plan, that is to say, in periods extending over a longer time?

A.—All banks and a great many employers will help you to do this. Consult them about it. If you don't happen to have enough cash to buy all the Bonds you wish to get and prefer a longer instalment period than that provided by the Government, you may purchase through any Bank on an initial payment of \$10 on a \$100 Bond and subsequent monthly payments of as little as \$10 per \$100 Bond per month.

Objection 7—

"If I buy Victory Bonds, it means that I shall have to restrict my pleasures to save money, and now that the war is over I cannot see why there is anything to be gained by saving."

Answer—

Do you make the same objection to paying off your personal indebtedness—the mortgage on your home, for instance, or the loan you have secured at the bank? Why put it up to your Country to do something that you wouldn't do yourself.?

When you put your money into the previous Loans, you were not sure that you were investing in Victory. Now you know that you did. Investing in Victory Loan 1919, means you are purchasing the Bonds of a victorious nation. The security is better, therefore, than previously offered.

Objection 8—

"I object to buying any more Government issues, because the money has been spent without getting full value."

Answer—

Did you kick during the war against the extent of preparation? Did you protest when money was poured into the balance to turn the scales? Our emergency was so great that miserliness or even too great prudence would probably have defeated our effort. There was no time to waste in counting the cost either in men or in money. Certainly the men who broke Germany's military back last year didn't stop to think whether they might save a few lives by taking their time. They plunged in and won. Of course, there were mistakes, some inefficiency and lost motion. The proposition was too big and too new for it to be otherwise. Wasn't it worth the money to beat Germany? Wasn't it worth any amount to stop the war when it did end? To have spent less would have meant a longer war—and a longer war would have meant a very much heavier war bill than we are now required to pay.

Objection 9—

"I can get bigger returns on my money in other investments."

Answer—

Certainly you can get bigger returns on your money than from Victory Bonds, but where can you get it as safe and sure? Fur-

thermore, can you continue to get it if the credit of the country is impaired and industrial prosperity is endangered? You have got to buy Victory Bonds, 1919, to keep the country's credit good on one hand, in order to reap your profits on the other. Unlimited opportunities for foreign trade are opening to the people of Canada, but, unless business generally is stabilized by subscription to this Loan and the payment of the Government's indebtedness, these opportunities will pass by. Canada's financial house must be put in order by the prompt action of its citizens in supplying the funds for closing up the war business. The big point is that general conditions can never be stabilized as long as the cloud of war indebtedness is hanging over us.

Objection 10—

"How on earth can I help to make the Victory Loan, 1919, a success?"

Answer—

First, by buying Bonds; second, by urging others to buy. When the campaign is on, see that all your friends are wearing "Honor Buttons." These show that the wearer has bought Victory Bonds.

Canadians stood by their Country through the five years of war. It is Canada that calls for a large oversubscription to the Victory Loan, 1919.

YOU WILL NOT FAIL HER NOW

MATERIAL FOR THRIFT TALK**1. What is Thrift?**

The prudent man looks ahead and gets ready. The frugal man lives carefully and saves persistently. The economical man spends judiciously, buys wisely and wastes nothing. The industrious man works hard. The miser hoards—But the man of thrift spends wisely, plans carefully, manages economically, and saves consistently. Thrift should be all of prudence, economy, frugality, industry—and more. Thrift is conservation. Thrift is discrimination. Thrift is discipline, self-respect. Thrift is the foundation stone of character—individual and national. Thrift is practical, patriotism.

Its Message to Speakers

2. Thrift and the Doctrine of Labor and Materials.

All the dollars in the world could not buy Victory; because Victory is not purchasable—it is won. Dollars can work for Victory only in so far as they are converted into Labor and Materials. A dollar hoarded is a slacker; a dollar wasted is a traitor; a dollar saved is a patriot; for a hoarded dollar represents idle power; a wasted dollar represents wasted power; a dollar saved represents power saved, labor saved, materials saved—it represented power, labor, and materials in action, on the firing line, over the top. And more—it represents reserve power, energy stored, purchasing power conserved, for its owner.

3. Thrift is Construction and Reconstruction.

Wherever there is destruction of property, thrift must replace it. Waste is waste and cannot be recovered. Insurance does not replace loss, it simply distributes it. The house burned down is gone. The owner may build another from the proceeds of his fire insurance policy, but the loss is there just the same, borne by the many instead of one. War, like fire, destroys. Thrift alone can build up what war tears down. Whatever of good can be gleaned from a disaster, it is the duty everyone to glean.

4. Thrifty Children Make Good Citizens.

The first value a child should learn is the value of the proper use of money. Through this lesson he will learn other values—the value of self-reliance, self-control, self-respect. He will learn the value of education, citizenship, democracy, freedom. Greatness often has its roots in a penny bank.

5. Set the Thrift Pace Yourself.

Emulation—the desire to keep up or to excel the standard of living of another—is one of the great inducements to needless spending. You want this because he has it. You can't do without that because she won't. Now is the time to lend. Let it be said of you, "He has done without, so can I." The force of example, which has done so much to make us thriftless, is the same force now that will make us thrifty.

How have Victory Bonds encouraged thrift. Many Canadians who had never saved a dollar before now own Victory Bonds and have created their first "nest egg." They have learned the pleasure and benefits of saving and, by buying Bonds, have not only helped win the war, but have helped themselves and their families. Thousands of Canadians, for instance, bought Bonds last year and paid for them in cash because they had no bank accounts.

6. Lord Roseberry Stated.

"Thrift is the surest and strongest foundation of an Empire, so sure, so strong, so necessary that no nation can long exist that disregards it."

7. Six Reasons for Saving.

- 1—Save for your country's sake, because it is still required to spend heavily, and must find most of the money out of savings.
- 2—Save for your own sake, because work and wages are plentiful and, while prices are high now, a dollar saved will buy more later.
- 3—Save because, by saving, you make things cheaper for everyone, especially for those who are poorer than you.
- 4—Save because, by saving, you set an example that makes it easier for the next man to save. A saving nation is an earning nation.
- 5—Save because every time you save you help twice, first, when you don't spend, and again when you lend to the Nation.

8. Thrift.

- 1—Behave toward your purse as you would to your best friend.
- 2—View the reckless money spender as a criminal, and shun his company.
- 3—Dress neatly, not lavishly; Victory Bonds pay a higher rate of interest than your bank.
- 4—Take your amusements judiciously; you will enjoy them better.
- 5—Remember it only takes 100 cents to make a dollar, and one dollar earns interest.
- 6—You can sleep better after a day's hard work than after a day's idleness.

OUTLINE AND SUGGESTIONS FOR AN ADDRESS

Time: 10 to 20 Minutes

Title: Finish the Job.

1. Introduction:

On the 11th hour of the 11th day of the 11th month of the year 1918, thousands of great guns, which had been belching death

and destruction along a four-hundred-mile front in France and Belgium, were suddenly silenced. Millions of men who had been facing each other along this front stopped as suddenly in their business of killing each other. Electricity under the earth and sea through the air flashed the message around the world; "The Great War Is Over."

2. The Statement:

But WAS the Great War over?

The carnage, the devastation of fruitful lands, the bombardment of open cities from the air, the inhuman activities of the U-boat, were over certainly. The threat of Autocracy was removed, surely, but—

- (a) The financial and moral responsibilities of the war had not and HAVE NOT YET been met.
- (b) The financial and moral responsibilities have been intensified by the problems of readjustment which invariably follow Peace.
- (c) The war will not be over until Canada has honorably met every commitment made in order to win the war.

When actual hostilities ceased last November, the war did not end.

Financially, the fight had yet to be finished.

When the Armistice was signed, 352,136 Canadians were in active service in half-a-dozen war areas.

They had to be transported home. They had to be paid and maintained until demobilized. The sick and disabled had to be cared for. And all of them had to be started into civil life with enough money and training to take up anew the ordinary duties of citizenship. The military task was gigantic.

But—

In November last Canada also faced acute business uncertainty.

She had to maintain her Home and, particularly, her newly-won Export Trade in the products of her farms, forests, fisheries and factories.

To have stopped credits to Great Britain and her Allies would have paralyzed agricultural and industrial activity at the very moment when immediate employment had to be found for scores of thousands of munition workers and for scores of thousands of returning soldiers.

The industrial task was no less urgent and difficult than the military.

Canada solved the double problem. Yes! But its solving entailed large expenditures.

By June, 1919, the proceeds of the Victory Loan, 1918, were expended.

By September 3rd, 1919, it had become necessary for Canada to make temporary borrowings for \$210,000,000 in anticipation of the Victory Loan, 1919, in order to "carry on" her demobilization tasks and to meet her war-created obligations.

Of this \$210,000,000 no less than 77.5% (\$162,750,000) went to meet absolutely necessary military expenditures; 18.6% (\$39,000,000) was used in credits to Great Britain and the Allies for the purchase in Canada of wheat, foodstuffs, timber and manufactured articles; 2.5% (\$5,250,000) was loaned to the Provinces for the housing program; the remaining 1.5% (\$3,000,000) was apportioned to the Halifax Relief Fund.

It is evident, therefore, that the Victory Loan, 1919, is absolutely necessary in the first place to enable Canada to repay promptly and fully \$210,000,000 of temporary, war-created loans incurred by her on behalf of her citizens.

3. The Appeal:

(a) Appeal to honor:

- 1—Canada has always paid her bills promptly.
- 2—Unless these bills are paid—and paid promptly, we shall appear before the world as a slacker nation.
- 3—No honorable man leaves bills unpaid.

4—As Canadian citizens we cannot afford to have the honor of Canada impugned.

(b) Appeal to pride:

1—Those men and women who gave unsparingly of their time and money in making the previous Victory Loan campaigns successful should be proud of their achievements.

2—They cannot afford to fail now when the supreme test is at hand.

(c) Appeal to Gratitude:

Much of the money raised through the Victory Loan will be used in—

1—Bringing back from France, England and Russia the men who braved death for you.

2—Caring for those soldiers who were struck down while battling to protect you. Are you going to desert them now? They gave their all for you; can't you dig down into your pockets again for them?

(d) Appeal to Business Sense:

War is always followed by a period of readjustment, that is, a period in which there is a reaction against war-time conditions and an effort to return to normal. This means hastening prosperity through the re-establishment of business.

(e) Love of home and family:

1—Providing for the "rainy day."

2—Providing against the emergency.

3—Providing for the home.

4—Providing children's education.

5—Providing for that business opportunity.

6—Making permanent habits of thrift and saving learned in the war.

(f) Investment Features:

1—Easy terms of the Loan—monthly payments, if necessary.

- 2—Security of the investment.
- 3—Advantages to country in having great army of investors.
- 4—Every Bond of the Victory Loan sold secures and strengthens the Bonds of the previous Loans through the strengthening of the nation's credit.

(g) Appeal to Patriotism:

- 1—Buying Victory Bonds is practically constructive citizenship.
- 2—Buying Victory Bonds is a powerful agent for the eradication of the hyphen.
- 3—Buying Victory Bonds means love of home and country and the knowledge of a duty well performed.

4. Conclusion:

The War is over, the guns have ceased firing, but the bills that kept those guns firing are still to be met. The men who fired the guns did their full duty—they kept on firing them until the last moment set by the Armistice. More than 60,000 of them gave everything they had—their lives—that you might continue to enjoy the blessings of freedom. They gave their all. Are you not willing to meet the sacrifices of those who died? The way in which the Government asks is easy. Is it harder for you to loan your money to Canada that YOUR future and prosperity may be assured than it was for those boys to breathe their last in France? They died that the fruits of Victory might be assured to you. Are you going to squander the thing they fought for? Your duty is just as clear-cut, just as definite as it was during the war—you must finish the job.

OUTLINE AND SUGGESTIONS FOR AN ADDRESS

Time: 10 to 20 Minutes

Outline of an Address for delivery by an Officer or an Enlisted Man who has seen Overseas Service.

1. Introduction:

I bring to you a message from Canada; but, what is more important perhaps, is the fact that I bring to you a message from the fields of France.

I bring to you a message of the sacrifice and heroism that won the war to make the world safe for democracy and assure us prosperity and permanent peace.

2. The Statement:

My message deals primarily with the needs of Canada.

Canada has launched a new War Loan—the sixth since the war for world freedom began. It is called the Victory Loan, 1919.

It was a glorious Victory which my comrades—your sons, brothers, husbands and fathers—won.

It was a clean-cut Victory, won through the tenacity of purpose, inspiring courage and indomitable spirit which moved every single man constituting the Canadian Expeditionary Force.

I speak of these things because I know of them. I have seen . . . (here tell of personal observations of acts of self-sacrifice, bravery, etc. Mention, if you can, a story of how men of your acquaintance performed an extraordinary feat of courage which won official recognition either from the French, British, Italian or United States Governments through a citation or award of a military medal.)

3. The Reasoning:

- (a) Describe, if you can, an action or a battle in which you took part and emphasize the appreciation of your fellows of the fact that the weapons you used were provided by the patriotism and sacrifices of the people back home.
- (b) Stress how this realization by the fighting men affected their morale. With the same point in view tell how the news of the various Victory Loans going over the top strengthened the men in their determination to fight on to Victory.
- (c) Show how the intrepidity of the Canadians led them to face all dangers and privations with a smile because they knew the folks back home were with them.
- (d) To illustrate this point, mention the casualties of a particular organization hailing from the district in which you are appearing. If you cannot give a local allusion, then mention

a division or a lesser unit which contained men from that district. Give figures whenever you can.

- (e) Describe, if you can, how Canada cared for her wounded.

4. The Appeal:

Simply and sincerely arouse sympathy for the maimed and helpless.

- (a) Compare the sacrifices made at home with the tremendous sacrifices made by those in France. Illustrate how your comrades knew their job and finished it, some of them finishing it with their lives.
- (b) State how the men on the fighting line finished their job up to the last minute set for fighting in the Armistice. This was the end for them. For those at home the job will not be finished until the last debt is paid.
- (c) Work up their pride in our heroes and especially in the local heroes. Tell your audience they cannot afford to do less than these men. They finished their part of the job. It is up to the audience to finish the rest. They can do it by putting the Victory Loan "over the top."
- (d) Say that your comrades fought so nobly and so fearlessly because they knew the honor of their Nation was at stake. It is up to the people to see to it that the honor of the Nation is preserved.

5. Conclusion:

I have told you of the fighting "Over There." I have told you what the men you sent over endured for your sake. But I have not told you of the more than 200,000 casualties, nor of the thousands of my comrades who will never come back, who died with a smile on their lips because they had faith in their comrades and you—they had faith in the cause for which they were fighting. Are you going to have this faith misplaced? Are you going to be ungrateful for their supreme sacrifice? There is only one way in which you can keep faith with the dead.—Hold high the torch thrown from their falling hands—put the Victory Loan "over the top."

OUTLINE AND SUGGESTIONS FOR AN ADDRESS**Time: 10 to 20 Minutes.****Title: Peace and Prosperity.**

1. Introduction:

The storm that threatened to destroy the world has abated and the wreckage must now be cleared before the twin sister of Peace—Prosperity—may be fully restored to Canada.

2. The Statement:

What does Peace mean to Canada? It means the

- (a) Preservation of latter-day civilization.
- (b) Opportunity to live in amity with other nations.
- (c) Preservation of the inalienable rights of Canada to enjoy Life, Liberty and the Pursuit of Happiness.
- (d) Freedom of speech, freedom of the press, freedom of thought.

Canada helped to make Peace possible by her whole-hearted aid to the Entente and by her own gigantic effort. Canada paid the stiff price in the flower of her manhood who lie buried in France.

3. The Reasoning:

- (a) The price in blood has been paid. The money cost has been largely met—but huge bills still remain to be settled.

Those who fought for Liberty must be restored to social and industrial usefulness.

The maimed, the sick, the wounded must be cared for.

- (b) The balance due may be liquidated by the people of Canada bringing a victorious war to a victorious end by oversubscribing the Victory Loan.
- (c) Liquidation means real Peace and Prosperity. Isn't the price we must pay for it—the Victory Loan—worth it? Let us consider this point logically.

1—Discuss advantages of Peace to Canada from the spiritual and ethical standpoint.

Its Message to Speakers

2—Discuss advantages of Peace and Prosperity to Canada from the practical standpoint.

- (d) Canada's moral and financial leadership, growing out of the war, gives her a commanding position in world affairs. This leadership involves a steady and constant increase in the prosperity of the nation through its increase in foreign trade.—Prosperity that will be shared in by everyone.

(Extract from "What You Want to Know About the Victory Loan, 1919." How Victory Loans benefit Canada.)

Q.—What benefits have Canadian Victory Loans conferred on the Canadian people?

A.—They enabled Canada to help win the fight for Right and Freedom. But, at the same time, they encouraged thrift among the Canadian people and, in addition, have made our farmers, manufacturers and workers prosperous.

Q.—What have Victory Loans done for the farmer?

A.—A great deal of the money which Canadians put into Victory Bonds has been advanced to Great Britain, the largest single customer for Canada's farm products. The result has been that, while in 1915, Canadian farmers exported produce and agricultural products valued at only \$209,000,000, last year they exported \$496,932,191 worth of farm products. Canada's field crops have doubled in five years from \$552,771,500, to \$1,367,909,970. The result is that Canada's farmers are more prosperous to-day than ever before.

Q.—If Canadian farmers are prosperous, does it logically follow that manufacturers, wage-earners and other classes of the population are prosperous also?

A.—It does. Canadian farmers form a large proportion of the buyers of Canada's manufactured products, resulting in trade with the manufacturer and retailer, and employment for the man in city and town. With the money from the sale of his products the farmer buys agricultural implements, gasoline engines, tractors, wagons, building materials, furniture, clothing, and scores of other things. The city and town man makes these goods and his wages are spent in his local stores; so that, starting with the farmer, the chain of trade travels through every class of the community.

Q.—In asking her people to subscribe to another Victory Loan, is Canada not asking more than they can be expected to do?

A.—Not at all. The war has made Canadians a prosperous people. Canada's people have increased their cash balances in banks and post offices nearly 70 per cent. in five years—from \$1,086,013,704 to \$1,740,462,509. Canada's trade has more than doubled in five years—from \$1,085,175,572 to \$2,564,462,215. It can be said without exaggeration that Canada emerges from the war one of the world's greatest and strongest nations. Her natural wealth equals \$2,000 for each man, woman and child of her population.

Q.—I suppose politics and religion do not enter into Victory Bonds?

A.—Decidedly not. The Victory Loan has the solid backing of a united, patriotic people. The Liberal who buys a Victory Bond is not helping politically the Conservatives or Unionists. Neither is the Conservative helping politically his opponent of normal times. He is helping Canada—and himself. It is your Country—Canada—that asks you to buy Victory Bonds. Moreover, it is to your own self-interest that you do so. When the Victory Loan campaign gets into full swing in November, racial and political strife will be buried in the great harmonious, enthusiastic effort to secure the hundreds of millions of dollars which Canada needs to maintain her prosperity.

4. The Appeal:

The 100% Canadian needs no further enlightenment. He will buy Victory Bonds because he believes it is his patriotic duty to do so. The Canadian who must BE SHOWN should be especially appealed to.

5. Conclusion:

The peace that Lloyd George advocated in words that inspired the world. The Peace for which you fought and bled and sacrificed. This Peace has at last been realized—through YOU.

And it is for you to say—for you, the people, are the government—whether this Peace shall be made permanent. It is for you to say whether Prosperity shall follow in the footsteps of Peace.

You can give your answer through the Victory Loan. Buying Victory Bonds means securing Peace and advancing Prosperity. Are Peace and Prosperity worth anything to you? IT IS FOR YOU TO SAY.

LEST WE FORGET

As we read the history of the different countries of the world, of the sailing of Columbus and his discovery of the western world, of the landing of the pilgrims and of the many interesting events, we often think what wonderful times these would have been to live in. How thrilling to have been there when such great men lived, and to have taken part in those great events. How many of us realize that we to-day are living in a time that is making history faster than any of the times which have gone before, that the most gigantic war the world has ever seen has just been waged, and that great generals and brave men in many countries of the world fought the greatest battles the world has ever known?

In the late Great War, Canadian soldiers and sailors gave up their lives for you and the boys and girls of to-day in order that tyranny and frightfulness might be forever overcome, and that we all might live in peace and freedom in the years to be. Surely it will make each one proud to remember that they did their part in the struggle. Remember when the task seems hard, dozens of others also are working even harder than you, perhaps, to be beneficial to themselves and to their country.

*"This above all to thine own self be true,
And it must follow as the night the day,
Thou canst not then be false to any man."*

The heart of every Canadian is needed. An astonishing expression of loyalty has passed over our land; with what fervor has the National Anthem been sung. What a thrill of patriotic emotion has kindled in us at the sight of the Flag, and all that the Flag has stood for! But the singing of songs, the waving of flags is not sufficient. The past quick and generous flash of patriotic passion must become the steady fire of a consecrated devotion. Our loyalty must take hold of the common acts of our own lives, and shape them to the needs of our Country. It must rest not upon emotional response to the spectacular elements of war, but upon those solid and sincere convictions by which we order the daily business of our lives.

STIRRING APPEALS

1. In the late Titanic conflict which shook the world to its foundations we discerned something more than mere anarchy and disorder. Human ordinances by the Hun, were ruthlessly swept aside; but the Divine Law to which we appealed still remains inviolate and inviolable. Upon the battlefields and ocean we have seen the purposes of the God of Battles march to their majestic fulfilment. There were pessimists who cried "death and destruc-

tion" but the optimists saw the glory of an awakened life—we have passed through the agony of the Cross and the Resurrection morning is with us.

2. The Senior Chaplain of the Australian Forces, who was badly wounded at Gallipol told this story to an immense audience in Westminster Hall, London, England, 1917. He said that the national flower of Australia was the Wattle, and travellers had often noticed the Wattle was seen at its best after the bush fire had passed, the reason being as follows: The seed of the Wattle is contained within a very hard shell, which needs something more than ordinary to break. Along comes the bush fire with its intense momentary heat and bursts the shell. The seed falls into the ground; rain comes, and the golden glow of the Wattle is spread over the scarred face of the earth. What an illustration! The war is over; the heart of humanity has been wrung but may we not hope that the golden flowers of patriotism and love will bloom again as the poppies have bloomed in Flanders o'er the graves of our gallant dead?
3. Some time ago, when Lieut.-Col. Cecil G. Williams was speaking in the town of Auburn, New York, the warden of the Penitentiary asked him if he would speak to the prisoners. That evening he did so, and pointed out to these men, who were all serving long sentences that the world still had need of them, though they were shut away from their fellowmen. He told of the sufferings in France and the work of the greatest Mother on earth, namely, "The Red Cross." He left them. It is important to remember that the pay of these prisoners is $1\frac{1}{2}$ cents a day, 9 cents a week when they work a full week, out of which they are permitted to buy tobacco and such other luxuries. Now for the sequel. These men held a meeting of their own free will and accord; a deputation waited upon the warden, asking permission to make their contribution to the sufferings caused by the Great War, and out of their $1\frac{1}{2}$ cents a day these poor prisoners sent a cheque for \$1,038.36 to Headquarters of the Red Cross. The Recording Angel must have been busy crediting many a man that day and wiping off many a debit. If they heard the call, what should we do—BUY VICTORY BONDS.
4. Lieut.-Col. Cecil G. Williams was speaking at a Red Cross meeting on Fifth Avenue some months ago, when he met Kathleen Burke. Her breast blazed with many a decoration, and on her shoulder-knot was a silver eagle, which signified that she was a full Colonel in the American Army. This honour had been given her by the President of the United States for wonderful bravery on the Allied Front. Colonel Williams asked her if she had not some story that he could tell to others in her name. After a pause

Its Message to Speakers

she said, "Yes. In the Spring of 1918 I was sent to the French Front. The line was bending badly under the titanic blows of the Germans and the desperately wounded had to be left on the ground to die, or fall in the hands of the advancing foe." Kathleen Burke said, "Colonel, as I tell you this story, think of the home from which this young man came. I noticed him lying on the ground, and bent to lift his head, giving him a drink out of a canteen. Opening his eyes and recognizing the uniform of a nurse he said, 'Sister, am I going to die?' I said, 'Yes, my boy you are going to die.' 'Will it be soon?' he asked. 'Yes,' I replied, 'it will be very soon.'" He was quiet for a moment, and his head dropped back, and, thinking the boy was dead I laid him gently down—but, opening his eyes once more, he said, 'Sister will you undo my bandages, and will you dip your fingers in my blood, and will you mark the sign of the Cross on my forehead in my blood? For, 'he said, 'when I am dead and get to Heaven's gate, the dear God when he sees the sign of the blood, will surely let me through."

Greater Love hath no man than this—that a man die for his friend.

The Life is in the Blood.

They Died that we might Live—but not selfishly. Ah! Not that.

Judge of the Nations—Be with us yet,

Lest we forget—Lest we forget.

WHERE HAVE YOU LAID HIM?

Where are you sleeping to-night, my lad?
 Above ground or below?
 The last we heard you were up at the Front,
 Holding a trench and bearing the brunt;
 But that was a week ago.

Ay! that was a week ago, dear lad,
 And a week is a long, long time,
 When a second's enough, in the thick of the strife,
 To sever the thread of the bravest life
 And end it in its prime.

But this we know, dear lad, all's well
 With the man who has done his best.
 And whether he live, or whether he die,
 He is sacred in our memory;
 And to God we can leave the rest.

So—wherever you're sleeping to-night, dear lad,
 This one thing we do know—
 When "Last Post" sounds, and He makes His rounds,
 Not one of you will be out of bounds
 Above ground or below.

IN FLANDERS FIELDS

In Flanders fields the poppies blow
 Between the crosses, row on row,
 That mark our place; and in the sky
 The larks, still bravely singing, fly,
 Scarce heard amidst the guns below.
 We are the dead. Short days ago
 We lived, felt dawn, saw sunset glow,
 Loved and were loved, and now we lie
 In Flanders fields.

Take up our quarrel with the foe!
 To you from falling hands we throw
 The torch. Be yours to hold it high!
 If ye break faith with us who die
 We shall not sleep though poppies grow
 In Flanders fields.

Its Message to Speakers



Its Message to Speakers