

THE GREAT VICTORY LOAN

CANADIAN GOVERNMENT RAILWAYS EMPLOYEES' AIM

MINIMUM SET AT ONE MILLION DOLLARS

EVERY EMPLOYEE A BONDHOLDER.

If organization and earnestness of purpose can accomplish the objects in view, the results of the campaign on which the Canadian Government Railways eastern lines have commenced their work, are a foregone conclusion.

Following the organization of Victory Bond committees at headquarters, the superintendents of the seven districts into which the eastern lines are divided from Montreal to the Sydney, met with the General Manager and the general committee in Moncton, Saturday last.

At the outset Mr. Hayes, who is taking a keen personal interest in the success of the campaign, explained the objects in view and read the following letter, which is being mailed to every one of the 14,000 employees:

It is thoroughly understood that this campaign does not in any manner interfere with the existing organizations as already arranged by the Government, that only officers specially appointed under authority of the Finance Department can actually sell the bonds, but that as a canvassing agency the Government Railways campaign will be of invaluable auxiliary assistance to the present organizations.

For this \$1,000,000 campaign the General Office and the shops at Moncton have been made two extra districts. The superintendents will act as captains of their districts and an officer has been specially appointed as captain for the shops and for the offices. These Captains will appoint their own sub-committees, thus completing an organization which can be brought into existence very quickly and act promptly.

An exchange of ideas as to how the campaign should be best conducted resulted in some valuable and original suggestions and many of them will be immediately acted upon.

Each captain will prepare a complete list of the employees in his district, and which will check with the list to be kept at headquarters. As naturally some of the districts will have heavier pay rolls than others, the friendly rivalry that will exist between the districts, will not be the amount of money subscribed, but the percentage of employees subscribing.

This information will be wired to Moncton from each district every day and each district will in turn be wired the standing of each of the nine districts and the grand total.

At the head offices the Victory Bond clock, which will be conspicuously displayed, will show the information at a glance.

The high morale existing amongst the employees—higher perhaps than at any other period in the history of the railway—affords an exceedingly opportune time for such a campaign.

Judging from the enthusiasm of those present at the meeting it is a pretty safe bet that long before the campaign ends a Government Railway employee without a Victory Bond button, will not be often in evidence, and that the captains will be able to report their list shows one hundred per cent are bond holders.

The general public will, no doubt, follow the result of the campaign with keen interest.

CANADA VICTORY LOAN, 1918.

To Every Employee:

The Government of Canada has issued a call for \$500,000,000 to meet the great demands of her military effort overseas and to insure continuance of prosperity at home.

Every employee of the Government Railway is directly interested in the undertaking.

An active campaign will be immediately commenced with the object of making

One Million Dollars the Minimum Amount Subscribed — Every Employee a Bond Holder.

Particulars of the bond issue will be sent to you personally. In addition to the prescribed plans outlined therein, special arrangements have been made whereby employees may, if they so desire, have their bond subscriptions deducted from their pay monthly, in equal amounts, and full explanations will be furnished in a special circular.

As it has been our privilege to announce that since the commencement of the war, the number of our soldier lads carried over our lines, without a mishap, is rapidly approaching the million mark, so let it be said to our lasting credit that every employee has contributed to the success of the Great Cause by helping to over-subscribe the amount set.

The campaign has the endorsement and the hearty support of the management.

(Signed) C. A. HAYES.



“Bring My Daddy Home Soon”

IN thousands of Canadian homes to-night, the prayers of little children will ask Heavenly protection for fathers and brothers “over there.”

If you could enter one such home, and hear a child lisp that plea for daddy's safe return, there would come into your life a newer and more personal realization of what war means.

You who have no kin in France—

Surely you have eyes to see and hearts

big enough to understand the obligation that rests on you.

Surely you will provide the money—all the money you can—to bring about that Victory which will answer the prayers of our soldiers' little ones.

How much of your earnings will you put into Canada's Victory Bonds?

It is more than a duty—it is a privilege—to help provide everything that enables our brave Canadians to march on to Victory—to bring the struggle to an early end—that the prayers of their little ones may be answered and

“daddy brought home soon.”

Issued by Canada's Victory Loan Committee in co-operation with the Minister of Finance of the Dominion of Canada.

Make Your Dollars Fight

Buy Victory Bonds

Only \$6.98

Doctor's Special Boot for Men

Sizes 6 to 8 only

We bought the whole lot from the maker at a bargain. Now on sale at about the present Wholesale price. This boot is made with heavy double sole and leather lining.

See our Window

Alley & Co

The Victory Loan

Should be loyally supported by every citizen.

This Bank gladly furnishes full information, and is pleased to cooperate with intending subscribers.

Paid-up Capital \$ 6,500,000
Reserve Fund . . . 12,000,000
Resources . . . 130,000,000

THE BANK OF NOVA SCOTIA

H. W. BINNING
Manager Charlottetown Branch



B R I N G I N G U P F A T H E R

