

Canadians Unite On Conversion

Not since the days of war when the nation united to buy and make the tools of war have Canadians appeared so united on any project as they have on the Canada Conversion Loan.

From coast to coast people of all walks of life have answered the call to convert their old bonds to new ones at higher interest. And it isn't only personal profit of the bondholders which has motivated the success of the loan.

FAITH OF CANADIANS IN CANADA

A leading newspaper editorially suggests a basic reason why an undertaking of this magnitude could not fail: "the faith of Canadians in Canada."

Quoting Mr. Diefenbaker's Conversion Loan address to the nation, the paper says: "We often hear it said that nations and governments seem to be able to achieve things under the stress of wartime emergency that they cannot do in times of peace."

"Surely it need not be so. Let us prove that it is not by entering upon this undertaking in the same spirit and with the same determination that brought such distinction to Canada during two great wars."

CONTINUOUS PRESSURE ON SALES AGENTS

That is what has been happening. Since the opening date, bondholders have been converting at a pace which has put pressure not only on the Bank of Canada but also on the chartered banks and other financial institutions.

It has been a united effort. Conversions have come from every type and grouping of Canadians, from banks, insurance and trust companies, from universities, from pension funds, from religious organizations, from civic and provincial governments, and from literally hundreds of thousands of individual bond holders.

UNITED EFFORT BEHIND LOAN

Another indication of the spirit and unity placed behind the loan has been the time and effort spent by those seeking to help people convert their Victories to new Conversion Bonds. No stone has been left unturned to assure that every Canadian, even the holder of a single \$50 bond, has an opportunity to take advantage of the greater investment possibility of the new loan.

The Conversion Loan is by far the biggest financial project ever undertaken in Canada in peace or war. The response by the press, dealers, and the man in the street has supported the belief in "the faith of Canadians in Canada."

How To Spot A 'Convertible'

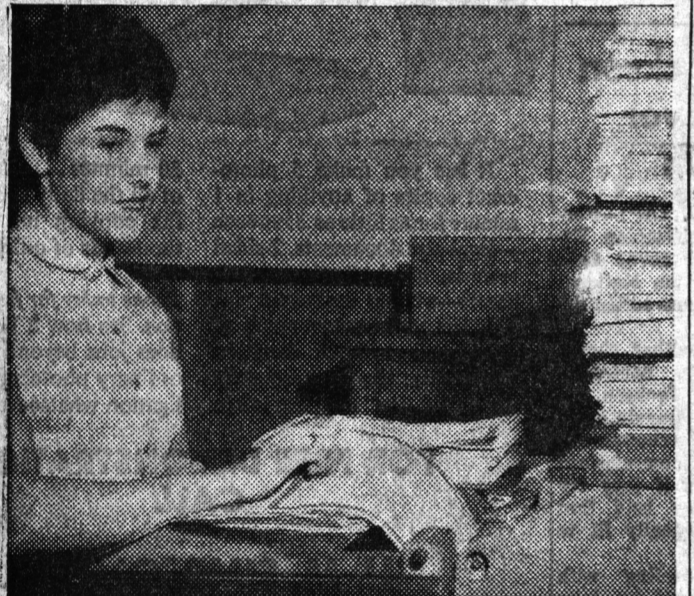
To help Canadians readily identify Victory Bonds which can now be converted, the Bank of Canada today offered this simple formula:

Bonds eligible for conversion must carry one of the following prefixes in advance of the serial number; L7; L9; P3; P5; P7.

Some investors have been unaware that they held bonds which could qualify for the conversion issue. Those persons who keep a listing of their securities can now identify the bonds without even checking their strong box.

September 15 is the deadline for converting these bonds to the attractive new issue.

Busiest Photographer!



"Seems like everybody is converting Victory Bonds," muses Nicole Ladouceur, who today rates as Canada's busiest photographer. Nicole and her associates in the head office of the Bank of Canada at Ottawa are busy photographing on microfilm each of the bonds turned in to the bank for conversion. The bonds are stored for a period before being destroyed in the bank's incinerators. With the great majority of the outstanding bonds now converted, the girls face a huge backlog of photography as indicated by the stack of bonds on Nicole's desk.

What Happens...



... To Old Bonds

The same atmosphere of rigid security which surrounds the handling of new bonds or currency is applied to the handling of old bonds returned to the Bank of Canada on maturity or when called.

They are placed in rolling cabinets, secured by four padlocks, and are conveyed to the incinerator room.

present at every stage of the storing and disposal of the old bonds which have served their purpose. Details are recorded on microfilm and, following a period of storage, the bonds are burned in the bank's incinerators.

Custodians must be present because each holds a key to one of the four padlocks.

The burning process is shown above.

Progress Report To Canadians

VICTORY BONDS 80% CONVERTED



First Shipment- Canada Conversion Bonds worth millions of dollars are shown in this first shipment of the new bonds from the Bank of Canada. They were shipped to the Bank of Canada agency in Montreal where, under the watchful eye of A. Huberdeau, Monique Grondines and Suzanne Lafond prepare to send them to banks and other financial institutions for final distribution. Victory Bond holders have until September 15 to convert their Victories to the new higher interest bonds of the Canada Conversion Loan.

Leacock Manuscripts Found In Bank Vault

Leacock manuscripts, one of them written on the back of an old McGill University examination paper, turned up recently in an old carton in a vault of the Bank of Canada at Ottawa. They had lain there since the war, when they were written by the great humorist as his contribution to one of the Victory Bond campaigns. The manuscripts were discovered when Mary Young, a secretary in the Bank of Canada, was searching through old records to find some of the publicity done on the Victory Loan drives. They were publicized extensively at the time by the National War Finance Committee.

Women Quick To See Good Deal

Women are proving to have good business heads, according to records of Canada Conversion Loan officials.

For example, one Ottawa woman who has carried on small investment dealings for several years, walked into her dealer the day after the Conversion Loan was announced and tendered eighteen \$1,000 Victory Bonds for conversion to the new 25-year 4½ per cent. issue. In that single quick action she increased her annual interest on the bonds from \$540 to \$810 per year. And she received a nice cash adjustment as well.

FOLLOW SUIT

Loan officials called upon other women holding bonds to follow suit before the September 15 deadline. Many women bond holders have changed their names through marriage and others have inherited their bonds from husbands or other male relatives. Sales agents thus have difficulty tracing them.

Many women purchased bonds during the war as a patriotic gesture and tucked them away as a saving without thinking of their investment possibilities. Now they have an opportunity to greatly enhance that investment but unless they approach an investment dealer, bank, or trust company, the opportunity could be missed.

MAY NOT KNOW

In some cases the women bond holders may not even know they have them. These are instances where the bonds formed part of an estate which is being administered by an executor. Even with the huge army of bond people seeking out the eligible Victories, many holders will be missed if they do not voluntarily come forward. This applies particularly to people in remote areas. People in doubt as to whether their bonds are eligible for conversion are advised to contact a financial advisor.

The papers were accompanied by a note from Leacock, explaining that he was sending the writings to the Bank as a contribution to the war effort. It is the loans put out during those years which the government is now converting to long-term Conversion Loan Bonds, at interest rates as much as 50 per cent. higher than the original rate carried by the Victory Bonds.



MARY YOUNG
She Made A Find!

NO EXTENSION OF TIME LIMIT

There will be no extension of the September 15 deadline for the conversion of Victory Bonds to the new Conversion Loan issue.

Everything has been geared to completing the loan by that date and any extension would involve too many factors to be practical, officials of the Department of Finance said. To be dealt with, applications must be filed with investment dealers, banks, trust or loan companies or stockbrokers not later than the close of business, September 15, 1958.

5 Days Left In Big Drive

With just one full week to go, the Canada Conversion Loan of 1958 today reached 80 per cent. of its objective of \$6.4 billion and a successful conclusion to the biggest financing undertaking in Canada's history was near.

Since the Hon. Donald Fleming, Minister of Finance, spoke to the people of Canada by radio and television a week ago, there has been a literal avalanche of individual conversions, Bank of Canada officials disclosed. Many of these conversions were for small amounts, \$100 or less, a factor which was specially welcomed by the loan organization since it demonstrated that the people of Canada as a whole are solidly behind the Conversion Loan, just as they were behind the Victory Loan campaigns during the war.

DEADLINE

Twenty per cent. of the Victory Bonds which can be exchanged for the new Conversion issues are still outstanding, however. Those who fail to take advantage of the opportunity to convert their holdings into the higher interest Conversion Bonds before next Monday night will lose the "rights" which they now have, officials pointed out.



HON. DONALD FLEMING

From the outset, the Conversion Loan has been well received by the Canadian public which realized that it was serving both its own and the nation's interests by extending its loans to the government.

The Minister of Finance pointed out that the successful completion of the Conversion Loan would clear the way for not only the Federal Government but also the provinces, municipalities and private businesses to plan necessary financing for future development programs in a confident and orderly manner.

The Conversion Loan is also a major factor in the Government's policy of seeing that the purchasing power of the Canadian dollar is not reduced by the dangers of inflation.

BIG CAMPAIGN

Returns to date have set new records in public financing in Canada, but to attain the complete success that the Government seeks, it is essential that as many as possible of the small \$50 and \$100 units be converted this week. Final success will depend upon the quick reaction of individuals themselves.

Primarily, it is pointed out, the Canada Conversion Loan serves the individual interests of every Victory Bond holder whether his holding be large or small. It provides these holders with the right to exchange their holdings for new bonds which have the same security as Victory Bonds because they are backed by the nation itself.

Next Monday at the close of business the books will close and the Canada Conversion Loan of 1958 will have become a red letter chapter in Canadian financial history.

Conversion Sidelights

The hunt for Victory Bonds for conversion under Canada's great Conversion Loan has led from cellar to attic with young and old participating. Some unusual items have been turned up in the search.

- Bond dealers found one Victory Bond framed and hanging on the wall in a residence. The lady who owned it regarded it as a recognition from the Government that she had made a contribution to the war effort. She had completely overlooked its cash value. * * *
- An investment dealer in Winnipeg was approached by a 97-year-old gentleman who expressed his confidence in both his own and the country's future by offering bonds for conversion to the 25-year 4½% issue. * * *
- A safety deposit box, untouched for 10 years, yielded an individual bonanza of 7,000 in convertible bonds rather than the \$700 which the owner had thought it held. * * *
- In Montreal an elderly lady approached a securities company with \$20,000 in bonds in a metal biscuit box which she kept in her kitchen. * * *
- A Halifax woman revealed that she kept her bonds in a grocer's paper bag on her grocery shelf in the kitchen. "Burglars would never think of looking there," she explained.



... Too Good To Miss!