

FINAL FIGURES FOR FOURTH VICTORY LOAN IN NORTHUMBERLAND

Total Obtained Nearly Double that Subscribed in the
First Victory Loan in 1941 — and \$105,450 More
than the Objective

This County Ahead of Durham, Victoria and Haliburton and
Slightly Behind Peterboro, Hastings and Prince Edward Counties
in Percentage of Objective

The final results of the Victory Loan in Northumberland County, as handed out by the National War Finance Committee at the week-end, show that this County exceeded its objective of \$1,575,000 by \$105,450, with total subscriptions amounting \$1,680,450—or 106.7 per cent. of the objective. Eleven out of the fourteen municipalities in the County exceeded their objectives, the percentages ranging from Seymour with 108.7 per cent. to Hastings Village with 158.0 per cent. The three municipalities which did not go over the top were: Cobourg with 86.75%, Hamilton Township with 94.8% and Cramahe Township with 95.5%. The reason for these three municipalities not going "over the top" may well be that their objectives were set too high. The objective for Cobourg, with a population of 5,560, was almost one-third of the total objective of the entire county with a population of 27,313. The total obtained in Northumberland is nearly double the amount subscribed in the First Victory Loan in 1941. Following are the final results by municipalities:

District	Objective	Results	Percentage
Cobourg	\$ 500,000	\$ 433,300	86.75
Campbellford	150,000	181,150	120.60
Hamilton Tp.	175,000	166,050	94.80
Brighton Village	110,000	133,900	121.80
Percy Tp.	100,000	130,950	130.95
Seymour Tp.	115,000	125,100	108.70
Haldimand Tp.	90,000	98,650	109.40
Murray Tp.	65,000	80,300	123.65
Colborne Village	65,000	77,300	118.90
Brighton Tp.	60,000	65,850	109.80
Cramahe Tp.	60,000	57,350	95.55
Hastings Village	35,000	55,300	158.00
S. Monaghan	30,000	41,300	138.80
Alnwick Tp.	25,000	33,950	135.70
	\$1,575,000	\$1,680,450	106.70

The final figures of the nine large plants covered by the canvass in the County are:

	Objective	Results	% obtained
Edwards & Edwards Ltd.	\$14,400	\$19,300	134%
Campbellford Cloth Co.	20,000	13,250	66%
H. W. Cooley Machine & Arms	9,500	12,250	129%
Cooley Metal Products Ltd.	8,700	9,300	107%
Breithaupt Leather Co.	6,700	6,700	100%
Cobourg Matting & Carpet Co.	5,000	6,600	132%
Cobourg Dyeing Co. Ltd.	5,800	6,250	108%
Dominion Wheel & Foundries	5,400	4,150	77%
Douglas-Pectin Ltd.	3,100	3,900	126%

Helping to reach the quota was the outstanding performance of the Payroll Savings Section of the canvass which covers the nine large industrial plants in the county and the branch offices and departments of Dominion and inter-provincial companies. The Payroll objective was \$115,000 and \$118,000 was obtained from 1,279 subscribing employees.

It is expected that Northumberland's position will compare very favourably with other counties. The County of Durham just obtained 100% of their objective and the County of Peterboro was just a fraction of one per cent. ahead of Northumberland on results obtained. It is understood that Hastings and Prince Edward Counties were ahead of Northumberland County on percentage of results obtained but that Northumberland on the same basis was ahead of Victoria and Haliburton.

In the press release from the National War Finance Committee in our last issue, the mention of subscription of Donald McKinnon & Sons for \$1900 for Victory bonds was omitted. We are pleased to record this fine subscription in this final report.

The Fifth Victory Loan campaign officially came to a close in Northumberland County last Saturday night when it became obvious that the County would not be able to reach its objective of \$1,700,000. While several returns have yet to be made to the Victory Loan office, the latest total at press time was \$1,595,050 or about \$105,600 short of the objective. It is expected, however, that the late subscriptions would bring the amount obtained up to the \$1,600,000 mark to leave the county \$100,000 short of its objective.

The Victory Loan Committee were naturally disappointed that the objective was not reached. The latest returns from Provincial Headquarters showed that six out of sixty-one units in the province failed to make the grade and that Northumberland County stood in sixtieth position as having obtained 91.36 per cent of its quota. In the fourth Victory Loan campaign, the county objective was \$1,575,000 and \$1,680,450 or 106.7 per cent of the quota was obtained.

Out of fourteen canvassing districts in the County, seven districts exceeded their objectives while seven fell short of the quota set for them. Following is a tabulation of the results:

	Objective	Results
Cobourg	\$500,000	\$403,650
Hamilton Tp.	175,000	128,600
S. Monaghan Tp.	40,000	45,700
Haldimand Tp.	100,000	88,500
Alnwick Tp.	35,000	36,050
Percy Tp.	110,000	114,950
Cramahe Tp.	60,000	46,850
Hastings	45,000	50,000
Colborne	70,000	85,600
Brighton Tp.	60,000	79,450
Brighton	125,000	188,650
Murray Tp.	80,000	67,350
Campbellford	175,000	162,200
Seymour Tp.	125,000	97,500
	\$1,700,000	\$1,595,050

The Payroll Savings Section canvass under the chairmanship of Mr R. G. Parker was most successful. The objective set for this section of the canvass was \$110,000 and the amount obtained was \$123,800. All of the nine larger plants exceeded their objectives by a wide margin.

	Objective	Results
Breithaupt Leather	\$ 67,700	\$ 7,250
Edwards & Edwards	14,400	19,050
Cobourg Matting	3,500	5,500
Cobourg Dyeing Co.	5,800	7,200
H. W. Cooley Machine	9,000	10,350
Douglas Pectin Ltd.	3,100	4,400
D. Wheel & Foundries	4,200	9,800
Campbellford Cloth	15,000	17,600
Cooley M. Products	9,000	10,150

Besides the above employee subscriptions from these plants are the numerous subscriptions which are included in the Payroll Savings Section canvass and which are obtained from the employees and staffs of various company branches and government departments in this county. Following is a list of such subscriptions:

A. & P. Stores, \$350; B.-A. Oil Co., \$150; Bell Telephone Co., \$3,350; Ontario Car Ferry No. 1 and No. 2, \$3,950; Capitol Theatre, \$500; H.E. P.C. of Ontario, \$4,100; Imperial Oil Limited, \$600; Inspection Board of U.K. and Can., \$1,350; Bata Shoe Company, \$1,100; Gair Company of Canada, \$1,700; Shell Oil Company, \$450; Smith Transport, \$100; Ontario Civil Service Depts., \$1,050; Bank Staffs, \$2,750.

The Ontario Hospital in Cobourg which conducts a separate canvass of its staff had an objective of \$4,000 and obtained \$6,700.

The two Group Payroll establishments in the county which conduct a separate canvass of their employees completed the campaign with the following results:

	Objective	Results
Gravlin & Bale Ltd.	\$1,600	\$2,050
Bird Archer Co. Ltd.	1,600	3,350
The Town of Port Hope	with an	100

Cobourg Dyeing Co. Ltd.	3,300	4,150	77%
Dominion Wheel & Foundries	5,400	3,900	126%
Douglas-Pectin Ltd.	3,100		

Helping to reach the quota was the outstanding performance of the Payroll Savings Section of the canvass which covers the nine large industrial plants in the county and the branch offices and departments of Dominion and inter-provincial companies. The Payroll objective was \$115,000 and \$118,000 was obtained from 1,279 subscribing employees.

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Gravlin & Bale Ltd.	\$1,600	\$2,050
Eird Archer Co. Ltd.	1,600	3,350

The Town of Port Hope with an objective of \$435,000 obtained 108 per cent of its objective or \$471,000 as compared with Cobourg's objective of \$500,000 and results of \$403,650 or a little over 80 per cent of the quota.

While the county did not obtain its objective, credit for the results finally obtained are due to the staff of hard working salesmen who kept plugging right up to the end of the

World War

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FEB - 3 1988