

VICTORY LOAN, 1918—DOMINION PRESS NEWS AND FEATURE COMMITTEE

-2-

want in connection with the Campaign, which, during the approaching weeks, will be the outstanding news event of the day. We will send to you a series of articles and features which we think you will be glad to have. These may be either used as sent or made the basis of articles prepared in your office supplementing in either case your own work. Suggestions as to how this service may be made more valuable to you will at all times be welcome.

The Press Campaign in both the Advertising and News Columns will be divided into three periods:

1. A Thrift Campaign from early in September to early in October, during which no mention of Victory Loan will be made.
2. The introduction to Victory Loan Campaign, following the Thrift Campaign and up to October 28th.
3. The actual Selling Campaign October 28th to November 16th. ("These dates are confidential.")

Articles in connection with the first phase will go forward to you almost immediately.

Enclosed herewith is a copy of the syllabus which describes the authority, purpose, scope and organization of this effort. Confident that Canadian Press Association will have your fullest measure of co-operation in this matter, I beg to remain,

Yours sincerely,

*John R. Bone*

CHAIRMAN

DOMINION PRESS NEWS AND FEATURE COMMITTEE.

JRB/A