

# BULLETIN No. 1

## DOMINION CEREMONIALS COMMITTEE

### Third Victory Loan

KING EDWARD HOTEL - TORONTO

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The Dominion Ceremonials Committee for the Third Victory Loan was officially appointed by Mr. Geo. W. Spinney, Chairman of the National War Finance Committee to organize and synchronize again a Dominion-wide programme of ceremonials to aid in stimulating the fullest possible and most essential participation in the Third Victory Loan by the people of Canada.

The ceremonials of the First Victory Loan were centred around a symbolic Victory Torch. For the Second Victory Loan, they were centred around symbolic Beacon Fires of Freedom. The symbol for the Third Victory Loan, and around which its ceremonies will be centred, is that weapon of action that is currently of great interest to all in Canada—The Commando Dagger. By the use of this symbol, for the first time in connection with War Loans, we will be able to make a direct tie-up between individual communities throughout the Dominion and men from these communities who are now serving in the fighting forces overseas. Thus will every Canadian be put in position to participate personally with General MacNaughton in "pointing the Dagger at the heart of Berlin."

#### IMMEDIATE ACTION IMPERATIVE

This year, throughout the Dominion, the principal symbolic ceremony of the Victory Loan will be held on the eve of the start of the Loan Campaign—Sunday, October 18th. This day will be officially proclaimed as Victory Loan Sunday, and religious ceremonies, preparatory to the civic ceremonies, will be held, it is hoped, in all Churches of all denominations in all communities.

#### PROVINCIAL CHAIRMEN

While, as hereinafter covered, the appointment of local community committees is left to the head of the local Government in such communities, Provincial Ceremonials Chairmen have been appointed by Mr. Ilsley, the Finance Minister, and Mr. Geo. W. Spinney, Chairman of the National War Finance Committee, to insure and synchronize community participation in a ceremonial programme on the date mentioned, as follows:

#### For Prince Edward Island

Mr. D. J. Bonnell.  
Mr. A. D. MacKinnon.  
National War Finance Committee,  
59 Queen St.,  
Charlottetown, P.E.I.

#### For Ontario

Mr. A. D. Cobban.  
Mr. F. J. Coombs.  
Mr. J. P. Walwyn.  
National War Finance Committee,  
293 Bay St.,  
Toronto.

#### For Nova Scotia

Mr. Frank Kelland.  
Mr. F. M. Cornell.  
National War Finance Committee,  
Province House,  
Halifax, N.S.

#### For Manitoba

Mr. Moray Sinclair.  
Mr. Jas. Miller.  
National War Finance Committee,  
356 Main St.,  
Winnipeg, Man.

#### For New Brunswick

Mr. T. F. Drummie.  
Mr. A. C. Glennie.  
National War Finance Committee,  
92 Prince William St.,  
Saint John, N.B.

#### For Saskatchewan

Mr. J. F. Sweeney.  
Mr. M. B. Cody.  
National War Finance Committee,  
407 Westman Chambers,  
Regina, Sask.

#### For Quebec

Mr. W. B. Tingle,  
Mr. Jean Chauvin  
National War Finance Committee,  
231 Notre Dame St. W.  
Montreal, Que.

#### For Alberta

Mr. P. C. Galbraith,  
National War Finance Committee,  
128—7th Avenue,  
Calgary, Alta.

#### For British Columbia

Mr. Lyall Fraser,  
National War Finance Committee,  
1227 Vancouver Block,  
Vancouver, B.C.



## DUTIES OF PROVINCIAL CHAIRMEN

Provincial Chairmen are asked to immediately surround themselves with a strong Provincial Ceremonials Committee, to assist them in the organization of ceremonies throughout their Provinces. It is suggested that members of this Committee might include representatives of the Canadian Corps, the Canadian Legion, and/or other civic, patriotic, religious, military or labor organizations. Where available, representatives of Men's and Women's Active Service Forces should definitely be included.

It is suggested that the Provincial Committee forthwith divide their Province into districts of whatever number is thought necessary by them to insure a complete and efficient coverage, and to appoint for each such district some prominent man or men as Ceremonials Co-Ordinator or Co-Ordinators. This is an important part of the Third Victory Loan Campaign, and care should be taken to insure the selection of a Co-Ordinator or Co-Ordinators who will definitely become active without any delay whatsoever.

Each Provincial Chairman will be given a list of communities within his Province that are being circularized by the Dominion Ceremonials Committee, and will also receive a supply of such bulletins as the Dominion Ceremonials Committee issues, so that any communities, rural or urban, that might have been overlooked, can be properly approached.

While a suggested ceremonials plan is included in this bulletin, Provincial Committees and their District Co-Ordinators are free to vary the suggested plan in any way that will give a more effective local atmosphere to the ceremonials or that will make them more impressive. In fact, full play of the local committee's ingenuity is greatly desired.

However, regardless of any extended scope of the ceremonials, all community committees within the Province should be actively and constantly contacted so as to insure definitely full and proper participation.

Besides the heads of local Government in all communities Dominion-wide, the Dominion Ceremonials Committee is acquainting the Lieutenant-Governors, Premiers, the members of Provincial Cabinets and the leading members of His Majesty's Opposition in each Province with the plan of ceremonials, inviting their personal participation in same. Provincial Chairmen should immediately make similar contacts, to make sure that such participation will be enjoyed.

## COMMUNITY CHAIRMEN

It is the expressed desire of Mr. Ilsley, Finance Minister, and Mr. Geo. W. Spinney, Chairman of the National War Finance Committee, that all Mayors or heads of local Government in all municipalities across the Dominion assume the active General Chairmanship of the local committee in their respective municipalities. They, in turn, to appoint, immediately, livewire committees of such size and such representation as to insure community-wide interest and participation in the local ceremonies.

All Mayors and heads of local Governments are hereby asked, on behalf of the Finance Minister and Chairman of the National War Finance Committee, to proclaim publicly, in ample time, that for their communities Sunday, October 18th, will be officially celebrated as Third Victory Loan Sunday.

They are further asked to appoint a Religious Sub-Committee to the Community Committee, whose duty it will be to instigate and insure the participation of all local Churches in the Church Programme that will be suggested to them by the Religious Sub-Committee of the Dominion Ceremonials Committee in a separate bulletin. A copy of this bulletin will be provided all Provincial Chairmen, all Community Chairmen, and, to as great an extent as possible, all Ministers of local denominations. This suggested Church Service can be considered as being preparatory to the opening civic ceremonials that are to be held on the same night.

Community Chairmen are also asked to appoint a Music Committee, to promote participation of bands or other musical organizations, including large singing groups to be known as "Crusaders' Choruses," as hereinafter referred to.

All heads of local Governments are also asked to proclaim, in due time, that the Union Jack be displayed, throughout the period of the Loan, from every home, school, mercantile and industrial establishment in the community

## THE CEREMONIALS

Weather permitting, and with proper accommodations available, nothing can quite equal the holding of an outdoor ceremonial, where all in the community might either participate or be onlookers. If, however, an outdoor ceremonial is not practical for a community, the Committee will have to choose an auditorium that offers the biggest and best accommodation. In this connection, in centres of heavy population, it would be desirable to arrange for more than one indoor ceremonial, so that people from all sections of the community might be properly accommodated.

If at all possible, whether the ceremony be held inside or outdoors, it is suggested that a parade to the point of ceremony be arranged for, and that as participants in such parade, as well as in the ceremonials themselves, the following be urgently invited:

Local Dignitaries.	Air Cadets.
Civic organizations.	Luncheon Clubs.
Church organizations.	Men's and Women's Home
Labour organizations.	Defence organizations.
Patriotic organizations.	School children.
Fraternal Societies.	The Police and Civil Defence
Veterans of Former	organizations.
Wars.	The Fire Dept. and Auxiliary
Boy Scouts.	Fire Services, etc., etc., etc.
Girl Guides.	



In addition, where there are either Men's or Women's Active Service Forces in the community, such forces should take a leading part in the parade and ceremonies, and the full co-operation of the Commanding Officers can be anticipated.

### SUGGESTED PROGRAMME

If the talent and means are available to make one, it is suggested that a large replica of the Commando Dagger, properly draped and illuminated, be displayed on a wall or other vantage point at place of ceremony.

Further suggestions offered are as follows:

1. That the actual symbolic Commando Dagger (information about which appears hereinafter) be taken to the point of ceremony under proper Guard of Honor from the different services available.

2. That a band or bands or other suitable music should be provided for entertainment and singing.

3. That large singing groups, made up from the Choirs of Churches and other groups interested in singing, be assembled and referred to as "Crusaders' Choruses."

4. That the programme be opened with the singing of "O Canada!"

5. That a prayer for His Majesty, the King, his family and others in authority be then offered by some local church dignitary.

6. That the Crusaders' Chorus then sing "Onward Christian Soldiers."

7. That a prayer for our Armed Forces, in which would be stressed the sacrifices they are making and Canada's debt to them, be offered by some other local church dignitary.

8. That a patriotic address then be given by the best available speaker in the community, the theme of such address to be substantially that of self-sacrifice and our personal obligations in connection with all war effort. Other points for this speaker to stress will be suggested on insert sheet herewith, marked No. 1, which the local committee can hand to the speaker chosen.

9. That such address be followed by another number from the Crusaders' Chorus.

NOTE:—The National War Finance Committee is investigating the possibility of providing a theme song in connection with the Third Victory Loan. If such theme song is officially accepted, this committee will attempt to provide Provincial Chairman and at least all District Loan Committees with the words and music. If so provided, this would be the spot to have the Crusaders' Chorus feature that particular number. If not so provided, an appropriate song or hymn should be selected by the local committee. Suggestion—"Land of Hope and Glory."

10. That, then following, a second address of the evening should be given by the principal Judge in the community or some outstanding veteran, building up the transition of the sword into the Commando Dagger and stressing the phrase in a recent speech of General MacNaughton to the effect that the Canadian Troops were the dagger pointed at the heart of Berlin and explaining the direct tie-up by means of the Commando Dagger between the community (through its successful participation in the Victory Loan) and the boys from that community who are overseas, defending with their lives our mutual cause. Other points that might be stressed will be found on Insert Sheet No. 2, which the local Committee can hand to the speaker chosen. After this speaker has finished his address, he should ask those assembled to put their right hands over their hearts and repeat with him the following pledge:

"With a faith that shall live, I hereby reaffirm my trust in God and my allegiance to His Majesty, The King. I accept this war as my personal war requiring strenuous self-denial. I appreciate the privileges of our way of life. I look forward to a world in which freedom of worship, freedom from want and fear and freedom of opportunity are fully realized. I believe that right shall triumph and that a victory of justice is assured. Therefore, I solemnly pledge myself to earnestly fulfill, to the limit of my power, each wartime duty that faces me and so stand shoulder-to-shoulder with those of my fellowmen who are defending with their lives our mutual cause."

11. The National Anthem.

### THE COMMANDO DAGGER

The Head Office of the National War Finance Committee at Ottawa will furnish each of the 722 divisions of the Third Victory Loan with a Commando Dagger, taken from actual issue and flown from England. Besides using it in the opening ceremonials, this Dagger should be kept on display at the principal municipal building or principal vantage point in the principal community of that district.

Where possible and practical, it is suggested that arrangements be made by the local Committee to have a small Guard of Honour constantly attend the Dagger on display, such Guard of Honour to be provided from any or all of the groups specifically mentioned hereinabove.

As, undoubtedly, local Committees will be providing various other functions during the course of the Loan Campaign, it is suggested that the symbolic Commando Dagger be used in connection with these other functions as much as possible.

It is also suggested that where means are available, a large replica of the Commando Dagger be used on the outside of the principal municipal building in all communities, to record the receipt of Loan subscriptions.



One way this could be done would be by providing a large outline map of the British Isles, Germany and the conquered countries adjoining, with Berlin properly lettered at the proper location on the map, and have a Commando Dagger move from the British Isles towards Berlin by steps as subscriptions are received, until it finally pierces Berlin as the objective is reached. To be effective, the map and dagger should be made up on quite a large scale.

Another suggestion is to have a large Commando Dagger fully sheathed at the start of the Loan, to be unsheathed in steps until totally unsheathed as objective is reached.

A third suggestion is to have a large heart-shaped or other-shaped affair labelled "Berlin," below the Commando Dagger, with the Commando Dagger plunging downward in steps until, as the objective is reached, the dagger is inserted to the hilt.

In all cases, of course, the steps marking movements should designate the total dollar value of subscriptions to that point.

The Commando Dagger provided each Victory Loan District, will be sent, at the completion of the Loan, with appropriate message of the Loan's success and the backing the people at home are giving the boys overseas, to a military unit from that district now overseas, or, in any event, to some military unit overseas in which there are men from that particular district. District committees are asked to create their own messages to accompany the Daggers.

Suitable newspaper, radio and poster coverage in support of the symbolism of the Commando Dagger will be made prior to the ceremonials and throughout the period of the Loan Campaign.

Each Victory Bond subscriber will receive a small lapel shield, on which is a design of the symbolic Commando Dagger.

The Radio Sub-Committee of the National War Finance Committee will arrange, if possible, for a national hookup on the night of Sunday, October 18th, during which a joint broadcast from the principal ceremonials in the different Provinces will be featured. During this broadcast, a message from General MacNaughton will likely be included. Provincial Ceremonials Chairmen will receive further instructions regarding this broadcast from the Radio Sub-Committee referred to.

It is expected that as objectives are reached, and Commando Daggers are made ready for return to England, local committees will arrange short, fitting ceremonials to mark the success of the Loan.

It should not be necessary to say how very important it is that the objective of this Third Victory Loan be fully and quickly satisfied. The National War Finance Committee must depend on you to play personally a leading part. It is one of those wartime duties referred to in the pledge that faces us all.

The success of this Loan is vital to Victory.

Nothing matters but Victory.

Will you be good enough to write the Dominion Ceremonials Committee immediately that you are going ahead accordingly.

We will be grateful indeed, but your biggest satisfaction will come from knowing that you, too, are doing your share.

#### DOMINION CEREMONIALS COMMITTEE—THIRD VICTORY LOAN

W. J. STEWART, C.B.E.

IVOR R. LEWIS,

STANLEY LEWIS, President, Canadian Federation  
of Municipalities and Mayors.

L. F. WINCHELL,

JOINT CHAIRMEN.