

# Victory Loan Campaign



At 10am on November 12, 1917, the Victory Loan Campaign officially began in Fort William and Port Arthur. The Victory Loan Campaign was a Canada wide event that offered war bonds to assist funding the war. The support for the campaign in both cities was overwhelming as large numbers of citizens, organizations and businesses purchased these securities.

The 9th Duke of Devonshire and Governor General of Canada, Sir Victor Christian William Cavendish was in Port Arthur to signal the opening of the Victory Loan Campaign. In both cities, citizens and industries were asked to assist the opening of the campaign by sounding horns and blowing whistles.

The City of Fort William began the campaign with a goal of \$300,000. The City of Port Arthur began the campaign with a goal of \$500,000 and Mayor Cowan stated that the municipality would acquire at least \$100,000 of war bonds. Area banks also showed their support for the campaign by offering to lend Lakehead citizens up to 90% of the value of the war bonds.

With support for the campaign so high, the Twin Cities raised their goals for the Victory Loan Campaign. The City of Port Arthur raised its goal to \$750,000 and the City of Fort William raised its own goal to \$1,000,000. On November 30, 1917 The Port Arthur News Chronicle reported that The City of Port Arthur had sold \$670,000 in war bonds and the Fort William Daily Times Journal sold \$1,110,000 of the securities. With the campaign ending on Dec.1 at 11:59pm, what would the results be for the Lakehead? To be revealed next month.....