

Special confidential bulletin to Canada Savings Bond Sales Agents

OTTAWA, October 27th, 1953. Sales of the new Eighth Series of Canada Savings Bonds reported for the first 5 days of the campaign have exploded beyond expectation. Reported figures including Payroll sales show a combined total of \$131 million from 337,000 applications - an increase of 170.5% in dollars and 101.7% in number of applications as compared to the same period in last year's campaign. Sales by banks and investment dealers show even more striking increases as revealed in the following breakdown:

<u>Region</u>	<u>Dollars</u>	<u>% Increase</u>	<u>Applications</u>	<u>% Increase</u>
B. C.	\$ 7,549,050	467.3	6,278	216.3
Prairies	15,468,900	342.5	11,596	248.0
Ontario	18,673,900	245.1	17,818	129.2
Quebec	8,212,950	188.7	8,564	94.2
Maritimes	4,068,700	381.3	4,367	211.7
	<u>\$ 53,973,500</u>	<u>287.5%</u>	<u>48,623</u>	<u>157.2%</u>

These figures speak for themselves and will be of interest to individual sales agents in comparing their own progress. Comparisons of average applications are also revealing. The average general sales purchase to date this year is \$1,110 - up \$373 from the average general sales application at the same period last year.

National Payroll Savings sales share in the spectacular advance with a total dollar amount to date of \$56,226,650 - an increase of \$112.5% from 188,141 applications - an increase of 88.5%.

Banks and dealers from coast to coast report that they have had to revise sales plans in order to capitalize on this tide of public interest and in many cases have had to make special arrangements with staff and facilities to meet demand.
