

Peace. "Canada will be in a better position to meet Peace than any other nation."

"Can any of this munition machinery be turned to any other kind of work?"

"I doubt it. The power equipment, the shafting and belts and motors, may be useful. Some of the smaller machines that turn out small shells may perhaps be convertible for other work, but I doubt it. And as for the big lathes used on the 9.2 shell—they'll be good only for the scrap heap."

"And yet you say there will be no serious dislocation of industrial affairs in Canada?"

He nodded in assent.

"NOW," he said, "just pick up Canada between your thumb and your forefinger, and look her over. There's your thumb, just under the mouth of the Bay of Fundy. There's your forefinger close to Vancouver. Remember, what you hold in your hand is not an old country with brittle bones and fixed habits. Remember, it's young—" He stopped. "Ever see a child fall down stairs? . . . Not a scratch! . . ."

"Well that's Canada. In England, for example, things will unfortunately be very different. The gloom-mongers who talk about social and industrial revolutions over there have at least got something to go on. The return of England's armies will be a very difficult thing to arrange. The English workman has been shown just how valuable he is to the State, and he is going to take a great deal of

'moral' fitting before he'll work snugly back into a place in the English community. But in Canada we have neither the rigidity of social and industrial fabric nor the class antagonism that exists abroad.

"However—"

"First you must consider Canada facing Peace IN HER PRESENT CONDITION. Remember, it will take many months to bring back our soldiers, so that to start with, all we have to consider is the dislocation of our industrial machinery as it NOW exists. Our manufacturers' first concern will be to get back into their old lines of work. Mind you, very few of them have closed down their plants altogether. I know several firms that have refused to handle munition work simply because they felt the necessity of keeping up their regular trade connections, for example, in boots and shoes, hosiery and so on. There will be a big demand for certain lines of goods."

"How do you make that out?"

"Well—up in Ottawa, for example, there is a power house which used to operate five turbo-generator sets at once. Now it is using only three. The reason for this is that certain cement mills have shut down and no longer take the power they used to take. Those cement mills will re-open very soon after the war is over. Not only will they resume their former business, but they will very likely have a peak-load of orders to meet. Certain kinds of work requiring cement are now being held up on account of the war. But they cannot be put off indefinitely without

imperilling former public investments. For example, side-walk repairs and sewer works that are now being held off will be certain to demand cement as soon as the war is over. That will mean the re-opening of the mills and the re-opening of the idle turbo-generator sets in that Ottawa power house.

"In that very connection, too, take this fact. One of those generators required a new water wheel. When the war broke out, the company had such a wheel on order in Germany. . . . Now that wheel is on order in Canada and will be made in Canada as soon as the steel situation and the labour situation are relieved by the signing of peace. Then there will be steel available and men available to make that wheel."

Questioning other manufacturers in connection with other lines of work, one finds other evidence of backed-up peace orders. The work on the Welland Canal is now at a standstill. This is not entirely because the Government wishes to economize in money, but because, too, labour is scarce. How important is the shutting down of this work may be judged from the fact that it had been consuming the entire output of one cement mill. When peace is declared it is reasonable to expect that the work on the Welland Canal will be advanced again and that the direct labour there, and the indirect labour in the plants that supply raw material for the construction of the canal will be in demand again.

Instances might be multiplied of this "piling up" of  
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# HOW TO GET THRIFT IN CANADA

WE are told that we ought to exercise war-time thrift. Every now and then somebody says something about it publicly in a mild tone of voice. Far more frequently the grocer, the butcher, the baker, and the candle-stick-maker mention it in figurative language—that is, the language of figures conveying to us the h. c. of l. prices which we must now pay for everything. But do you see any signs of thrift? Go out on the street, and look at the passing show. Do the dazingly-dressed ladies look as if they were practising a painful thrift—are there fewer motor cars flashing by?—are people economizing on entertainment? How do the spending habits of the community strike you—an increase of careful thrift or an increase of easy money? I think you will say that we are certainly spending more on non-essentials than we were for several years before the war.

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IT is only the mounting cost of living which prevents the present from constituting "boom times" for the majority of people. Of course there are certain folk who have been hard-hit by the war—men on fixed salaries which do not even keep pace with the price of potatoes, and men engaged in businesses which the war killed and who have not been able to transfer themselves to other lines more in demand. But, adding up all the activities of the community, there is far more money being earned in Canada than there was, say, in 1912-1914. This not only helps the men who are earning it—for example, the munition makers—but it helps all the trades which depend on the earnings of others. That is, the grocer does not care whether money is spent in his shop by Nos. 10 and 12 on his street or by Nos. 20 and 22, so long as it is spent. The first two may now be out of business, but the last two have more than ever in their lives, and most of their neighbours are like them.

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JUST at this stage in my scribbling Mr. J. W. Flavell butted in and stole my thunder. He has said what I wanted to say—and he has said it with more authority and in front of a better sounding-board. He says that "we are almost drunk with the prosperity which comes to us through the expenditure of immense sums of borrowed money." And into this delirium of dizzy, "easy money" dissipation, well-intentioned folk are distributing most industriously tracts and preachments of thrift. They might as well set up their pulpits on Broadway. The men who are to blame for the extravagance of our people are the men who did not take pains to make sure that there would be no undue war-profiteering. Admitted that we were in a bit of a fluster to begin with, and that munition-making was a great deal of a gamble for most of us; but now we have been reaping experience for two years and more, and it ought to be possible to-day for some one in authority to make certain that no man is coining money out

## A Problem which has a lot to do with Temperament as well as Circumstances

By THE MONOCLE MAN

of the war while other men are giving their lives and all they hold dear to the same cause.

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NO matter how good preaching is, it is much more effective to preach with the facts than against them. I know some men to whom it is not necessary to preach thrift in war-time. Their pay envelopes do



Some of our new economists.

—From London Sketch.

that. They have simply got to be thrifty. But I know a lot of people to whom the preaching of thrift comes as a message which they well know they ought to heed, but who have been given the option by increased war-time pay of turning a deaf ear to it if they so desire. They can be extravagant. And what describes them to choose the reckless path of waste?—when the stock market flurry the other day, on the mere announcement that Germany was asking for peace negotiations, warns them that a time of want is surely coming. Simply the spectacle of the easy money war-profiteers wallowing in sudden wealth. That is what drives them mad and drowns all the thrift-preaching in the world. Give these good

people of ours a worthy example, and they will follow it. Give them a bad example, and "ditto."

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DID you ever think how easy it would be to make thrift fashionable—"good form"—"the thing"? And if you once did that, everybody would be thrifty to a painful extent. We had a flurry of that experience at the outbreak of the war. It became for a brief period "the correct pose" to say that the war had hit you hard and that you were cutting expenses. And everybody did it—even many who had no need to. The example was set by the right people, and we all followed it. To admit poverty did not carry with it social degradation. The ladies were proud to appear in last year's rig—all the ladies, the real ladies and those who are in society. It is all and always merely a matter of public opinion. Take the case of the French peasant who lends his carefully saved gold to the Government, and then never cashes in his bond. He frames it and hangs it on his wall. Thereby he earns the approval of his neighbours to a far greater extent than if he cashed it in and bought new furniture or gay clothes with the proceeds. And it would be chiefly for the approval of his neighbours that he would buy these things. He is just as happy, physically, without them. All he seeks is the pleasure of boasting his gold—which is the proof of his prowess as a successful man. His framed Government certificate does that for him, without putting him to the trouble of wearing uncomfortable clothes and using unaccustomed furniture.

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YOU can't tell me that our ladies get physical comfort out of their extravagant new clothes. They would be far more comfortable in some plain, old dress. And they would look ten times as well. But they have simply got to advertise in some way how much money their husbands and fathers can earn. Make it fashionable to refrain from so boasting, and that is what they will do. And all the little people, who cannot afford to be extravagant, will be saved from the folly of wasting their money that way—the easy money they ought to be putting by to carry them through the hard times that will follow the sudden close of the war and dislocation of business. That is the way to bring in a reign of thrift. Make it impossible for the war-profiteers to dazzle the envious with their lavish expenditures, and it will not be necessary to preach thrift to the relieved common or garden citizen. The human animal has been taught by aeons of evolution to enjoy thrift and hate waste. Waste is an acquired taste, like olives. Watch how a man chuckles over a saving he can achieve without social punishment or shame before his fellows. Watch how shallow and false is his professed enjoyment of extravagance! The cure is simple and sure—prohibit or render impossible the bad example that is leading him astray.