

## Made in Canada

The heavy discount on Canadian exchange is a symptom of an unhealthy national condition. Apparently the only permanently effective remedies are an increase in production in the Dominion, development of export trade, curtailment of unnecessary imports, and substitution, to the largest possible extent, of Canadian products for imported commodities. In the national interest Canada must attain a larger measure of economic independence. It can do so by developing the home market. A pronounced demand for Made in Canada goods would constitute a guarantee of sales which would encourage factory expansion. By such expansion, new wealth would be created through increased production, and steady and profitable employment would be provided for new industrial populations. Any substantial increase in industrial workers would create bigger and better markets for all kinds of farm produce. New factories, expansion of old factories, greater production, more workers, and better agricultural markets mean national progress.

During the calendar year 1919, no less than 78.7 per cent. of all imports into Canada for consumption came from the United States. On such imports we now have to pay a premium of from 10 to 15 per cent on account of exchange, an additional cost to Canadian consumers of between \$75,000,000 and \$100,000,000 a year. Further, we are giving employment to foreign workers instead of to Canadian labor and buying from American companies which neither pay taxes in this country nor provide any appreciable market for other Canadian productions.

There is another serious side of the problem which cannot be overlooked. The world exchange situation threatens still further to curtail orders from overseas, especially for manufactures, and if the slack is to be taken up, it must be by increased support from the home market.

The situation now confronting the Dominion demands national co-operation. As there is an obligation upon the Canadian manufacturers to meet home market demands and to provide products that compare favorably with imported goods, so individual purchasers, retailers, wholesalers, and public and business bodies and organizations in the Dominion should promote national prosperity by buying Canadian goods.

The Government at Ottawa is in sympathy with the Made in Canada campaign which has long had the support of the Canadian Trade Commission, the Canadian Reconstruction Association, the Canadian Manufacturers Association, and other public bodies. Various organizations, such as the National Council of Women, the Daughters of the Empire, and the Daughters of Canada, have urged upon women buyers the necessity of patronizing Canadian goods. Labor papers have endorsed the campaign, and exhibitions of Made in Canada goods are being promoted at home and abroad. In newspaper advertising and on bill-boards throughout the Dominion much space is being given to home market appeals. Moving pictures are being used to the same end. Special representations have been made to wholesalers, retailers, employees, and the general public to support the home market. Scores of municipalities throughout the Dominion have endorsed the principle that public supplies should be purchased in Canada, whenever they can be secured from Canadian factories at reasonable prices and they have requested all municipal officers in making purchases to consider the possibility of securing Canadian products. Canadians should buy Canadian goods and help to build up national prosperity.