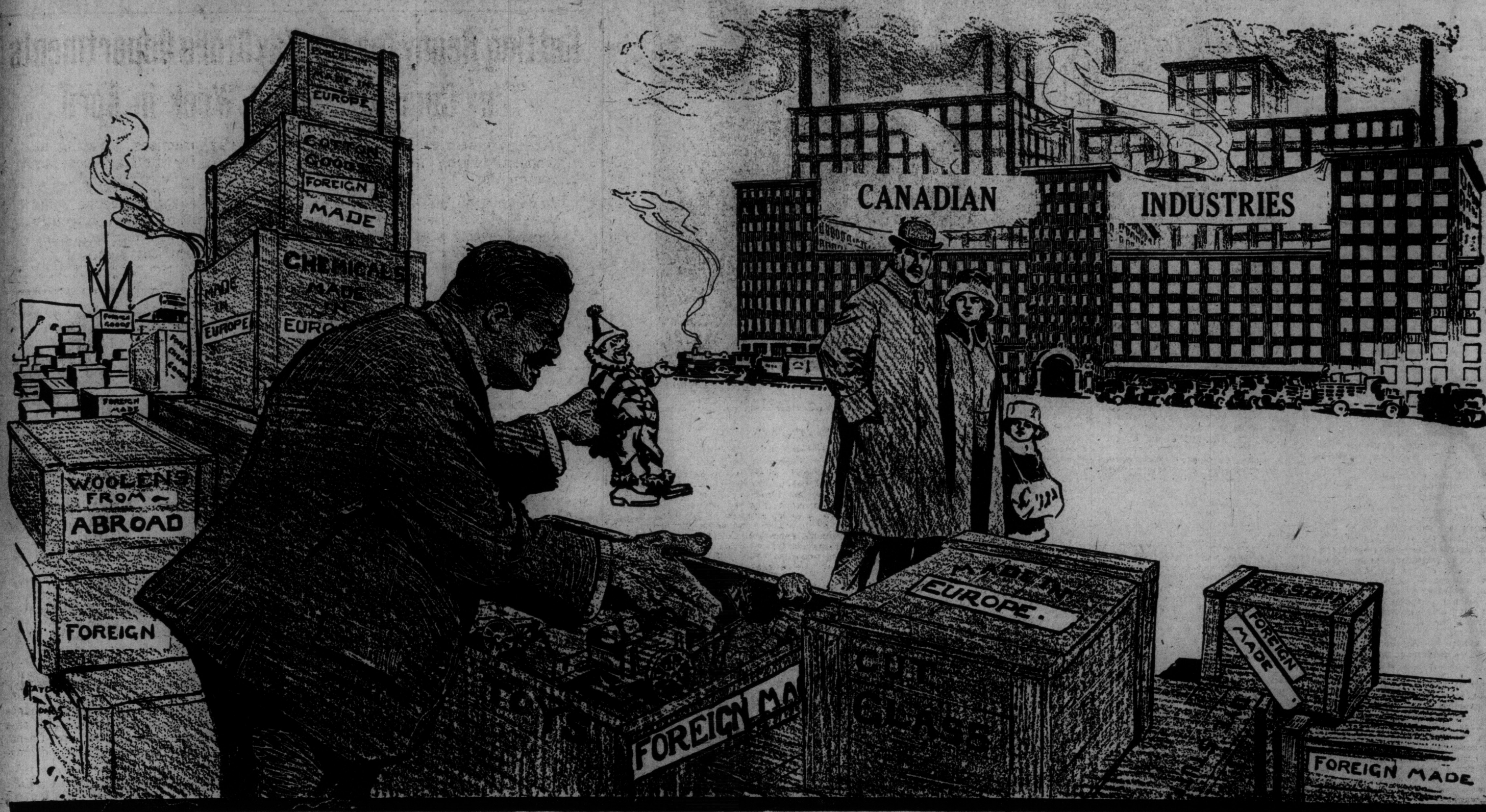


On the Scent of Our Canadian Trade!



Now is the time to talk Canadian goods, made by Canadian labor with Canadian materials.

European wages are much lower than Canadian. Everybody knows that. But not everybody knows that we have a new and growing commercial power in the East—Japan—whose wages are only from one-sixth to one-twelfth of those paid here. Japan also has cheaper raw materials and lower costs of living.

Professor Seligman of Columbia University, one of the foremost living Economists, says the surest way to bring on labor troubles is by cutting wages while the purchasing power of the dollar is way down.

United States Secretary of Commerce Redfield says: "Beware of the temptation hastily to lay hands upon wages. ***We must concentrate thought, purpose, and effort on output.***"

It is foolish to hope that wages will go higher while costs of living are falling. What we should strive for is to keep the wage-earner from getting the short end of the deal until wages and cost of living adjust themselves to other levels.

If we are to make the most of our opportunities, we shall have every factory in the country running full time for years to come, making things for our own use and for the rest of the world. Clearly this is a case where team-work will help both sides and at the same time expand our industrial activities.

The man who sticks to his job is the man promoted—and the man promoted is the coming business man. A workman should take the same interest in his work today as he would expect of his employees when he becomes the boss.

Let's All Pull Together!