

A TRADE OMEN

That Drop In National Returns

Have you grasped the fact that Canadian trade is fast slipping back to its pre-war standard?

The chart of trade for a whole year shows a **rapid running down in output.**

And Canada **cannot afford** to go back merely to a pre-war level.

Why?

Before war the Dominion National Debt was \$46.50 a head.

In 1918 " " " " " \$271.80 "

The totals at the two periods were:—

1914	\$336,000,000.
1918	\$1,957,000,000.
Dominion Committments for the coming year are..	\$800,000,000.
Revenue in sight (estimated)	\$300,000,000.
Possible deficit	\$500,000,000.
Balance of trade 1914 against Canada	\$300,000,000.
" " " changed during war in favor of Canada	\$500,000,000.

With **enormously increased debt**, to go back to **pre-war level** of trade is only to invite catastrophe.

Canadian producers **must go after Canadian trade**; Canadian buyers **must buy Canadian-made goods**. Enormous quantities of manufactured articles are still imported, which the war lesson shows could be made in Canada.

Our general war effort showed that Canada can be nearly self-supporting, simply by the "**will to patriotism**," that is, by buying in Canada and selling in Canada those things which Canadians make and those things which Canadians want.

Wherever possible we must go after export markets. The **larger turnover** in our factories through enlarging the field **will cheapen production**; will keep the factories going six days a week, fifty-two weeks a year. This will mean a **steady consuming public** for **Canadian farm products on Canadian soil**.

The same spirit of patriotism that marked our national food effort to help to win the war, turned to our trade affairs, will now be the mainstay in meeting the added burden of the war.

The Canadian Trade Commission