

### SAVE ROXBORO BANDS

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## THE H.E. LEDOUX CO., LIMITED.

WHOLESALE TOBACCONISTS, IMPORTERS  
AND CIGAR MANUFACTURERS  
WINNIPEG AND MONTREAL.

CORNER JAMES & LOUISE STS.

Feb. 15th

WINNIPEG, CANADA.

### Letter No. 3.--TO THE SMOKER OF CIGARS.

Dear Sir:

Inspiration tempted Kipling in one of his poems to say "A woman is only a woman, but a good cigar is a smoke." Now I agree with his nobles that a good cigar is a smoke, but woman, God bless her, if she's good has got all the cigars on the continent snowed under.

Many a man has given up the weed for a woman, because the aroma was distasteful to her. He lacked discrimination in the choice of his smoke, else he might have continued to partake of the soothing influence of what he enjoyed in his bachelor-hood days.

Men who have stopped smoking or those who are threatened by their sweethearts that they must give up, are now given an opportunity to square themselves by smoking a cigar with none of the objectionable features of the ordinary malodorous proposition.

My new ROXBORO CIGAR is a real Havana beauty. The aroma is simply delightful, it is enjoyed by everybody, and no lady will object to the pleasure that hubby or sweetheart enjoys in consuming it.

Remember ROXBORO CIGARS are made differently, and they sell at ten cents straight, but to get you to try them I offer a special inducement. Clip the coupon, take it to your cigar store, hand it to the boss with a quarter and he will give you three ROXBOROS. Try the ROXBORO today, and save the bands for beautiful framed pictures.

I am, yours very truly,

H. E. LEDOUX CO. LTD.

Per

G.G.G. CLIP THIS COUPON TO-DAY G.G.G.

TAKE IT TO YOUR TOBACCONIST WITH 25 CENTS AND GET  
THREE ROXBORO CIGARS WORTH THIRTY CENTS

(THIS COUPON IS GOOD FOR ONE TRIAL ORDER)

Sign Name Here .....

## Free Trade Helps Manufacturers

Continued from Last Week

SIR ALFRED MOND, M. P.  
Sir Alfred Mond, Bt., M.P.,  
35 Lowndes Square, S.W., November  
17th, 1910.

You ask me why it is that the leading English manufacturers are believers in free imports. It is because experience has shown them that in such a system they are able to make reasonable profits on capital invested and at the same time pay fair wages to their workmen; it is

because experience has shown them that if they can buy what they want for their industries (and every manufacturer is a purchaser as well as a seller) in an unrestricted wages market they can, in spite of paying higher wages than in any other European country, still better compete in the markets of the world than countries where manufactures are hampered by tariffs. It must always be remembered that there is no such thing as a national industry: what is to the benefit of one industry may be detrimental to another. What in practice a tariff does is to favor certain industries by raising prices above those of the world's markets at the expense of the others, so that by some industries being

artificially stimulated others are artificially depressed. England has an enormous export trade in manufactured goods, in fact the largest in the world. The English manufacturer maintains his trade mostly by being able to produce cheaply. To produce cheaply he must be able to buy cheaply in England the cheapest and best of everything he wants, be it machinery, structural material, packages, any of the hundred and one things required in a factory.

English manufacturers also realize that a prosperous home market depends on a large home consumption. Cheap goods make for a very large consumption, dear goods make for a small consumption. The progressive English manufacturer

further realises that technical ability and commercial aptitude are more likely to bring profits, and is a sounder way of developing business than running to the government for protection. He feels that if his industry can hold its own in open competition he has no right to ask for subsidies from his fellow citizens in order to enable him to maintain it. Protectionists will always point out to you industries which they say are created by tariffs; but they never mention the industries which do not exist but would exist if there were no tariff. Tariffs mean that capital and labor are not applied to those purposes which pay the country best but to those industries which have the greatest protection. England's commercial supremacy has been greatly strengthened by a free trade policy, but has also been largely helped by the protectionist policies of other countries. Our protectionists of to-day predict all the evils which the protectionists did when we removed the tariffs over 38 years ago. They then said as they do now that wages would go down and that the country would be ruined. All their prophecies have been proved to be untrue by facts, and so they will prove in other countries if those countries have the courage to follow England's example.

### SILK

Wm. Whiston & Son, Langley.

Near Macleodfield, October 20th, 1910

In view of the fact that the Canadian farmers are now being told by the Canadian manufacturers that free trade—or "free imports" as some prefer to call our system—is injurious to the interests of the manufacturers, the editor of the "Grain Growers' Guide" should be made fully acquainted with the experience of manufacturers in this country.

To the silk trade for instance,—I speak of the whole trade and not simply one branch of it—free trade is essential. A tariff would immediately check its development, and if high enough would soon completely ruin it.

A considerable increase in the cost of production would follow a tariff—since no one trade could claim "special terms" for itself without other trades, like machinery, being similarly protected. Silk, being a luxury and not a necessity—and its future already menaced by such substitutes as mercerized cotton, artificial silk, etc., etc.—will only find a ready market when it is retailed at a certain price. The moment it advances above that price, it has only a very limited sale in exclusive styles—the "bulk" trade disappears. To keep it within the marketable value, all the raw materials incidental to its production, must be at the lowest possible price. Machinery, oil, belting, colors, chemicals and all building materials must be kept free from taxation,—then and then only, can the trade be progressive. It is a fact that there are more yards of silk goods manufactured in the United Kingdom than ever. In 1860 the spun silk trade of Yorkshire was of no commercial value, but to-day the output of the Yorkshire looms is enormous, and this is entirely due to free trade.

We, ourselves, send every year a considerable yardage into Canada, the United States, France, Germany, and Italy—all highly protected countries—in spite of their tariffs, which in some cases is very heavy. We attribute this to the fact that our free trade system makes it possible for us to produce at a lower figure than our competitors who work behind tariff walls, and who have to pay severely for everything they use in their processes of manufacture.

All producers need to remember that the free trader always has an overwhelming advantage over the protectionist in the neutral markets of the world. Free trade not only assists the producer, as I have indicated, but it secures to the wage-earner the largest return for his labor, both in actual wages received and in the spending power of his earnings. This in turn reacts very powerfully upon the farmers who depend upon the increased spending powers of the industrial workers for their own prosperity.

### COTTON

Haywood & Co., Cotton Merchants,

38 Orleans House, Liverpool.

A country becomes rich and powerful not by what she buys, but by what she is best fitted to produce and by selling the surplus. The immense wealth that has accrued to Great Britain through our cotton trade shows this clearly. With a suitable climate, abundant labor, energy and perseverance, we have demon-

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