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OUR POINT OF VIEW

Made in Canada

THAT Canadian people should buy Canadian goods is logical patriotism and sound business. The people most interested in the welfare and prosperity of a country are naturally the people who live in it, and with them rests the responsibility of encouraging the means to that prosperity. If patriotism does not begin at home it is not patriotism. If home industries are not patronized they cannot prosper. If the industries do not prosper the country cannot.

There is no one but will admit these self-evident truths, and presumably there is no one but would also profess to have his country's good at heart. Yet the fact remains that Canadians spend every year immense sums of money for foreign-made goods, withholding their support from the home industries, and retarding to just that extent the business growth of the country. It is true that some of the imported goods are of kinds not made in Canada, and we must either import or do without. Of most such cases it can only be said that, although they are not now made in Canada, they ought to be. But of the great staple lines of manufactures, the Canadian who buys the foreign-made article does so either because he deliberately prefers to do so, or because he is not well informed as to the existence or

the excellence of goods made at home. Of these two classes there are many thousands, and partly because of that fact the country has not made the progress within the last half-century that might naturally be expected of it. The charge of being unpatriotic must be laid in the one case, but it is more charitable to believe that the greater portion of the foreign buying has been done simply through ignorance of, or failure to recognize the variety and merit of our home manufactures. It remains, therefore, to educate the public to a more intelligent appreciation of national industries and national needs, assuming that once awakened to actual facts the people will turn their support in the right direction.

This is exactly the point aimed at by the organization most closely connected with Canada's industrial development, the Canadian Manufacturers' Association. This body is at present raising a fund of \$50,000, to be used in an "educational campaign to impress upon Canadians the advantages of conserving and developing Canadian industries and maintaining, as far as practicable, the home market for Canadian manufacturers." The campaign will be conducted by means of the public platform and the public press, and will be prosecuted carefully and vigorously. It is under good auspices and should bring good results. Canadian