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# The Vital Issue

"What we have to decide is this - Are we going to continue the protective system of this country or are we not? That is the question and that is the whole question And the great, big, necessary thing is that every voter in this country from the Yukon to Halifax knows that this is the question he or she is deciding when he or she votes in this great contest."

ARTETTE METCHEN

THE vital issue in the coming election - in fact, the only issue - is the Tariff, and to every clear thinking Canadian it should be readily apparent that a Protective Fiscal Policy is absolutely essential to stability, progress and development.

Every important country in the world upholds Protection as an essential economic principle. Even Great Britain-so long the stronghold of Free Trade has now adopted laws that constitute Protection of the most effective kind. In fact, the present policy among most nations is towards raising their tariff walls, not lowering them. In the face of these facts it would be suicidal for Canada to do exactly the reverse and discard the fiscal system which has been responsible for its progress during the past forty-three years.

Free Trade would mean death to Canadian Industry. It would also result in the immediate closing down of Canadian plants of foreign firms, with consequent additional unemployment. There are today 650 American factories alone in Canada. Similar proposed ventures would be abandoned. New capital

would refuse to come to a Country lacking adequate protection and present industrial enterprise would be promptly strangled by foreign

The preservation of the home market by a Reasonable Protective Tariff is vital to both city dweller and agrarian alike now as never before. More capital is urgently needed for the development of Canada's enormous resources, which will result in a lessening of un mployment and an increased population. More work and more workers will produce an enlarged home market for products of both city and farm, and the exodus of Canadian men and women-and the dollars they earn - will be

The United States has slammed her trade door in the face of Canadian farmers by adopting the Fordney Bill, and the farmer is consequently now even more dependent upon the home market than in the past. Yet Crerar asks you to destroy that home market by voting for Free

King's policy—if he has one—will result in the destruction of the

Meighen stands four square for Reasonable Protection-Protection for all the people-and asks for an overwhelming mandate to give both industry and agriculture that assurance which will spell prosperity for all. Individual prosperity depends upon National prosperity. Your personal interests and Canada's very existence hang upon your vote.

neighen will lead us through

The National Liberal and Conservative Party Publicity Committee.

PERCY AND FERDIE-Better Try the Next Lake, Boys





