

The Peace Terms

With the War terminating in a glorious Victory for our Arms, the next duty of the Allies will be the settlement of the Terms of Peace. And then,——. Well, **then** will undoubtedly follow Colossal efforts on the part of Germany to recover the Markets she has lost throughout the world.

BRITISH MANUFACTURERS

are fully alive to the realities of the situation and no one appreciates better than they do, that it is "up to them" to furnish the requirements of more and more of the World's Markets.

More than ever is it necessary for British Merchants to see that the **Canadian** market is supplied with the Goods it needs,—Goods manufactured by honest British Labour and backed by clean British money. Great as have been their past efforts in this direction, they will be utterly dwarfed by the increased and increasing activities of the next 12 months.

The Lesson of the past 4 years is plain. If we would protect ourselves effectually from any repetition of the "German Military Adventure," we must

"KEEP OUT GERMAN-MADE GOODS"

and thus cripple attempts at "peaceful penetration" devised in order to again build up at our expense the machinery for another World War.

In the last two issues of "The Canadian Magazine" we referred to **British-made** Gloves, Hosiery and Underwear. Full details of these and many other British Products are obtainable free by writing for a copy of our Price List to

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