

TUE .--- WED.

CHED!

Gorgeous Costumes.

UAL WEEKLY War Views.

Race—Thanhousen

ost Popular

a Drama. IN HUMANITY ial Story.

-FRI.-SAT. ELTY! ination of 3 Great Make Vaude-

CIVIC RESPONSI Every city and town hall should have a bureau to encourage Made - in - Canada goods, Money spent by public officers for the good of the public should serve the good of the public by being invested in what makes work for all Canadians, There are cases in this country of Councils and Boards of Works turning down Canadian tenders even when they were lower than foreign tenders; or because they were a few dollars higher; or because they wanted to try experiments; or because they figured that the factories which paid taxes into their own civic treasury could afford to beat up business abroad. Happily, such cases are not now as frequent as they used to be.

of Our Manufacturers.

The civic employers and spenders of Canada as a whole, have got it strongly into their heads that it's far more important to have labor busy in factories and able to spend wages for Made-in-Canada goods, than to have labor tramping the streets looking for charity or work. It's better to have men busy on something that represents a fair investment of labor than busy on work that's done by a corporation just on purpose to keep men from being idle.

A skilled mechanic may be able to handle a shovel on a piece of road work. But he won't do it as well as the man that's brought up on the shovel. His power to work depends on the thing he does. When he's at a job that doesn't suit him he wastes his labor. The civic government that doesn't help to keep labor busy in its own factories, or factories elsewhere in Canada, is neglecting a golden opportunity to help along a movement that keeps civic government from having bad economic problems on their hands. Every municipal government in Canada should be a civic headquarters for the purchase of Made-in-Can4 ada goods.

\$1,400,000,000

That is the value of Canada's manufactures for one year----in money. But what of their value measured in the comfort, the happiness and the wellbeing of the whole country?

To produce them gives employment to over six hundred thousand workpeople, whose total wages amount to \$288,000,000 each year.

These workers, with their families and those who benefit by their purchasing power, number nearly one-third the population of Canada---supported by Cana-dian manufactures.

How readily it is apparent that the prosperity and happiness of every Canadian---of yourself----depend on the continuous employment of these people---on the consumption of goods "Made in Canada".

Canadian factories support one-third of our popula-tion. Are you helping to support Canadian factories?

EMPLOY OUR OWN DOLLARS TO EMPLOY OUR OWN WORKMEN



