

Article I.

A formidable task

During the world-struggle which has raged for now over four years to secure the liberty of humanity against the encroachments of the Prussian Military System, the task confronting British Manufacturers and Exporters has been a colossal one.

Their men of Military Age and fitness have entered the fighting services.

They have been called upon to supply the British and Allied Forces with various materials essential to the Conduct of the War.

They have "done their bit" by precept and example towards making the issue of War Bonds successful, have given their energetic support to the various War Charities and Institutions, and have—in spite of all the unavoidable shortages and restrictions incidental to the War—satisfactorily equipped the Civilian population with the necessities of Civil life.

They have now added another and no less imposing task to the list of their already strenuous accomplishments viz.

To provide the opportunity to our kith and kin
throughout the EMPIRE of acquiring
the article that is

"BRITISH MADE"

as against the
pre-war article emanating from enemy countries.

In the next issues of "THE CANADIAN MAGAZINE" we hope to publish further articles on this matter entitled:—

Article II. The British-made Glove.

Article III. British-made Hosiery and Underwear.

The **London Glove Company** Ltd.

45 & 45a Cheapside, London, ENGLAND

Our free Price List may be obtained from:—

THE ONTARIO PUBLISHING CO., Ltd., 200 Adelaide St. West, TORONTO