

## MANUFACTURERS ADVISED ON DUTIES

**"Forget That a Government Order is Opportunity for Additional Profit," Says Circular**

A letter has been sent by the Canadian Manufacturers' Association, of which the following are extracts:—

"It is the hope and the expectation of the executive committee of the Canadian Manufacturers' Association that throughout the continuance of the critical conditions with which our country is now faced, every member of the organization will not only recognize his responsibilities, but discharge them in the fullest measure.

"War is serious business—nothing more so. It is the business of a nation, a gigantic undertaking upon whose list of subscribers the name of every citizen must appear. In all things it calls for our best, whether of manhood, of courage and resourcefulness, or of material possessions. It demands of us that we shall give, that we shall sacrifice, that if necessary we shall share all things in common, to the end that we may ultimately achieve success. These are homely truths, self-evident, it may be, but each of us must see to it that individually we do not overlook their practical application.

**Quality and Prices.**

"In anything you may be called upon to supply the Government, for the use of those who have gone to the front, remember always that the highest quality of material and workmanship is none too good. If our soldiers are to be shod with shoes of your making, see to it that they are good shoes, for a footsore fighter is a poor fighter. Forget, too, that a Government order is an opportunity for an additional profit. Canada's battle is your battle, and you can assist her in no surer way than by seeing that she receives full value for every cent of money she pays you.

"For the time being you are in possession of supplies which, sooner or later, the people of Canada, your partners in the struggle, will want. Regard yourself not so much the possessor as the custodian of these supplies. No one will ask of you that you release them at a loss, but all will expect of you that you will refrain from converting a national misfortune into an opportunity for private gain.

**Made-in-Canada Goods.**

"Canada's ability, the Empire's ability to prosecute the fight with vigor must depend in a large measure upon the soundness of her industrial institutions and upon her capacity for production. Let us aim to make ourselves as far as possible self-sustaining. Let us buy all our supplies for manufacturing in Canada, from Canadian producers—failing that, from within the Empire. The small saving on manufacturing cost that might in some cases be effected by importing from a neutral country will be an insignificant sacrifice compared to the good you will do by ensuring employment for Canadian or British bread-winners. The consumer in Canada will no doubt act in sympathy; he will buy your goods in preference to goods that are imported. The press is constantly reminding him of his duty, and he is patriotic enough to respond. All that is expected of you is that you will be consistent, and as the larger buyer set the example.

**Employment.**

"Indications are not lacking that the coming winter will be a hard one, that our charitable organizations will have their hands full. The most fruitful cause of distress will be unemployment. As an employer of labor you will have not only your responsibilities, but the opportunity of fulfilling those responsibilities.

"In this connection two courses of action are recommended. On the principle that half a loaf is better than none, try as far as possible to keep all your staff working part time rather than a partial staff working full time. Next, remember that business which under normal conditions you would forego, because it promised either no profit at all or an insufficient profit, is business which under existing conditions you should accept because of the wages it will enable you to pay to those who might otherwise go hungry. Use every effort to keep the wheels turning. Lose no business in competition with an importer until you have exhausted every effort to beat him. If need be, take your workmen into your confidence. Your interests are their interests, and they may be found willing to help in ways you would not suppose."

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