

Save Money and Buy at Home

Canadian dollars are worth 100 cents in Canada. Spend them here. Only necessities should be imported and then only if similar Canadian articles or substitutes are not available. During 1919, products to the value of \$941,007,700 were imported into Canada for consumption in this country. If one-half of these goods had been produced in Canada, or if the people of the Dominion had substituted Made in Canada products for one-half of the imported commodities, employment would have been provided for 100,000 more workers and close to \$100,000,000 more would have been paid in wages and salaries. In 1919, the value of the Canadian dollar declined steadily in the United States. It is at a discount still. A substantial reduction of imports is necessary to restore it to par. In addition, Canadian money would be saved for domestic trade, and industrial and agricultural prosperity would be promoted.

An authority on fruit growing in Canada, for instance, has pointed out that little more than one-third of the fruit canned in the Dominion is home-grown. About 50,000 bushels of pears alone were imported into Canada from as far west as the State of Washington last year. "Nine times out of ten, when one opens a can of strawberry jam or preserves from the Canadian factory, the fruit has come from Maryland, or some of the other southern states. Thousands of tons of strawberries are yearly imported into Canada for canning purposes, buyers starting early for the scene of the southern crops so as to be on the ground when the fruit is at its best. Every time the customer purchases a can of this fruit he pays for these expensive trips of the cannery buyers, as well as the duty on the goods and the excess price which such foreign berries naturally bring." Purchase of native berries and other fruit would stimulate development in the Niagara Peninsula, the Okanagan Valley, and other great fruit areas in the Dominion, provide employment for labor, encourage investment of capital, and assist industry and agriculture. As with fruit, so with other products of the farm and the factory.

Canadians can help each other, help themselves, and help the nation by patronizing Canadian products and utilizing Canadian services. They should ship by Canadian carriers through Canadian ports, thus encouraging the development of national harbors and of the Canadian merchant marine. During the five years' period, 1913-17, 63.17 per cent of Canada's exported grain was cleared through other than Canadian ports. Canadians should use Canadian harbors, they should patronize Canadian railways, Canadian steamships, and Canadian banks. Canadians should employ Canadian architects, engineers, scientists, and other experts. To do otherwise is to drive much that is best in the intellectual life of the country to the United States for adequate employment and fitting recognition. A feature of the industrial movement in the English-speaking world is recognition of the value of group insurance. Through technical difficulties in the Insurance Act, such Canadian business in the past has been placed with insurance organizations in the United States. Now those difficulties have been removed, and Canadian insurance should be placed with insurance companies which employ Canadian workers, make their investments for the most part in Canadian securities, and pay taxes in Canada. So, while exchange continues against us, more Canadians might spend their vacations in the Dominion where the funds of holiday-makers will be spent to the advantage of Canadians generally. Greater efforts should be made to attract tourists. Before the war, American tourists spent \$250,000,000 annually in France, while tourist trade brought Germany \$150,000,000 a year.