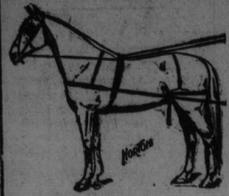


"Canadian Goods for Canadian People" Is the Slogan of Our Manufacturers

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MANUFACTURERS
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Made in Canada.

That the Canadian public, in this time of disturbed conditions, should, whenever possible, insist on purchasing goods "Made in Canada" is nothing more than a simple duty. It has been repeatedly pointed out that one of the great necessities of the day is to keep business conditions in Canada as near as can be at the normal standard. To do this it is necessary to prevent undue diminution of production in our manufacturing, to keep the wheels of industry in operation and our workmen employed. The war in Europe will not mean the crippling of any line of Canadian industry. It may mean a readjustment until the world situation changes but there is no reason why it should add to commercial or financial depression if our own people mark out for themselves a policy which will assist in bringing about the condition we all desire.

In times of peace, the Canadian manufacturer, with world wide markets to choose from, can cater to his export business but at present conditions are not as usual. Many foreign markets are temporarily closed, and if we would prevent stagnation and curtailment of industry with the accompanying depreciation of wages and lack of employment we should take steps to develop the home market. The manufacturers in Canada are doing their part. Some plants are being kept in operation merely to provide employment to faithful workers, but with foreign markets cut off there must be surplus stocks unless the home market is developed to a point where it can absorb the goods produced here.

One of the steps most likely to lead to the stage where the home market is sufficiently profitable to allow the manufacturers to keep their looms busy and their furnace fires lighted is to demand "Made in Canada" goods, and be satisfied with none other. Such a course does not entail a sacrifice, for the Canadian workman and the Canadian plant in all lines can produce as good an article as can be made elsewhere. The workman himself will be the first to make this claim and if he is justified in it it is not too much to expect that he will purchase the product of his fellow workmen.

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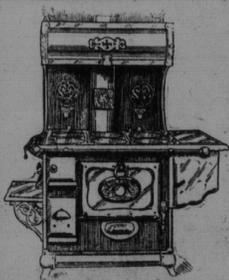
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smoothness, the Labor Saving
Idea, applied to a range. Every
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—There's a Record Brilliant
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Builders' Iron Work Forgings
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Your Next Door Neighbour

Is he prospering? Are you
doing your part towards help-
ing him to prosper?

Remember that unless he
prosperes you yourself will
suffer.

Whatever he makes or sells, see that you buy it
from him, rather than from someone else—to the
end that he may be able to buy what you yourself
make or sell, to the end that you create prosperity
for him and for yourself.

Every Canadian is your next door neighbour —
every Canadian needs your help now just as you
need the help of every Canadian — every impulse
of patriotism and every ounce of reason urge you to
buy only Canadian-made goods — If you will resolve
to do so and consistently carry out the resolve every
Canadian workman will be employed, Canadian
merchants will prosper, you yourself reap the benefits
of "good times." — Remember —

EVERY CANADIAN IS YOUR
NEXT DOOR NEIGHBOUR

Corona Patriotic Packages

Corona Imperials :- Corona Snow Flakes
Corona Almontinoes
Are Particularly Fine

"CORONA" stands for PURITY

THE CORONA CO., LIMITED - ST. JOHN, N. B.

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Ready's Ale, Porter, Lager Aerated Waters

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