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Canadian Reconstruction Associ  
Ten commandments for Canadian trade. --



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# Ten Commandments for Canadian Trade

*Canadian Money,  
Canadian Made,  
Should Stay in Canada  
For Canadian Trade*

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## TEN COMMANDMENTS FOR CANADIAN TRADE

### 1. BUY CANADIAN PRODUCTS.

In doing so, you develop the home market, encourage factory expansion, provide employment for new populations, and create bigger and better markets for all kinds of farm produce. New factories, expansion of old factories, greater production, more workers, and better agricultural markets mean national progress.

2. IMPORT ONLY NECESSITIES, and then only if similar Canadian articles or substitutes are not available. With Canadian money at a discount of from 10 to 15 per cent., exchange with the United States is costing Canadian consumers between \$75,000,000 and \$100,000,000 a year.

3. PRODUCE TO THE LIMIT IN FIELD AND FACTORY. Increased production means new wealth and is essential to the success of any effort to reduce imports and promote export trade.

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4. CO-OPERATE, CONSERVE, SPECIALIZE, STANDARDIZE. These are the means to maximum production of high quality goods at minimum cost.

5. DEVELOP EXPORT MARKETS. Foreign business gives stability to trade. It reduces unit costs, benefits domestic consumers, affords employment to factories and workers in times of depression, and corrects adverse exchange by improving the trade balance.

6. UTILIZE CANADIAN SERVICES. Ship by Canadian carriers through Canadian ports. Patronize Canadian railways, Canadian steamships, and Canadian banks. Place insurance in Canadian companies. Employ Canadian architects, engineers, scientists, and other experts. Spend vacations in Canada.

7. MANUFACTURE RAW MATERIALS TO FINAL STAGES in Canada. Hundreds of millions of dollars are lost annually to the Dominion, and especially to Canadian wage

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earners, by the exportation of raw materials and semi-manufactured products.

8. USE SCIENCE FOR THE DETERMINATION AND DEVELOPMENT OF NATURAL RESOURCES. Industrial research will reveal new wealth, improve industrial processes, and help to relieve our economic dependence upon outside sources for fuel, iron, and other essentials.

9. MAKE QUALITY THE HALL-MARK OF CANADIAN PRODUCTS. In return for public support of the home market Canadian manufacturers should provide products that compare favorably with imported goods and Canadian workers should recognize good workmanship and maximum production as their standards.

10. BE FAIR TO CAPITAL. Canadian money should be encouraged to invest at home and foreign capital attracted to promote Canadian industrial expansion.

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