

# Civilians to Help By Curbing Buying

Increasingly, Canadians Will Be Required  
to Go Without Wide Range of Normal Goods

(By HON. C. D. HOWE.)  
(Minister of Munitions and Supply.)

CANADA enters 1942 fully prepared for a maximum effort in the production of munitions and war supplies. The nation's economy has been placed on a war footing, and its productive capacity has been mobilized for production. The task now is to step up production to the maximum possible. We are no longer in the building and tooling stage, except for a few projects that are being undertaken to bring out planned effort into balance. The year begins with a rate of production of munitions which, on a per capita basis, is the greatest recorded by any of the allied countries.

#### Must Not Slow Down.

Our effort for 1942 will be directed toward the maximum possible production from industry that is now mobilized for war. In this effort, we must have the full co-operation of management and labor. In the face of the greatest peril this country has ever known, there can be no interruptions to the production of our factories, for any cause whatever. Providence has placed us in a location where interruptions from enemy action are improbable. We must justify this good fortune by the quantity and quality of our output of the tools of war:

Our 1942 production of guns, shells, ships, explosives, motor vehicles, tanks, and aircraft will strain to the limit our capacity to provide the raw materials that can win the war. We can make sufficient quantities of these raw materials available to our war industries only by curtailing the supply available for civilian use.

#### Civilians Must Help.

Much of this diversion already has been accomplished through Government edict. The Government will continue to take all the necessary steps to this end. But more than Government action is required to assure that our supply of raw materials is adequate to the greater industrialization of this country — an industrialization which, in the short span of two years, has been stepped up to its present proportions.

The scale of our production during 1942 and the magnitude of our contribution of war material will depend, not merely on the



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asks citizens to ease problem of  
war supplies by delaying personal  
purchases.

steps the Government will take to divert raw materials to the war industries, but upon the willingness of individual Canadians—men and women, boys and girls—to forgo or delay their purchases of most types of supplies until the victory shall have been won.

#### Will Limit Clothing.

All can play their part in the work of providing material for the battle front. There is hardly a product the householder buys in which the raw materials are not required for some war purpose. Increasingly, Canadians will be asked to forgo the purchase of metals, chemicals, machines, and equipment of all types. They will be asked to forgo the use of certain oils, fats, and foodstuffs, rubber, cork, and some types of clothing. These and other materials will move into industries that provide tools for those who fight our battles abroad.

Every dollar saved, every purchase delayed, every ounce of material saved will go to increase the fighting power of those in the forefront of the battle.

With the help of all Canadians during the coming twelve months this country can attain an amazing level of industrial production—a production of munitions and armaments that will shorten the labors of those who fight in the field. To attain the output planned, we count on the help of loyal Canadians who gratefully will do their duty at home to help our sons abroad.

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