

# READ ANY GOOD LABELS LATELY?

A basic guide to the Who, What, Where, When and Why of Shopping Canadian.

## Why should you Shop Canadian?

Every time you buy something made in Canada, you help keep a Canadian working. You help keep Canadian money inside Canada. You help to expand and strengthen Canada's economy.

When you think about it, you help yourself.

## When should you Shop Canadian?

Whenever you're satisfied that the product or service you need is

- (A) made or grown in Canada and
- (B) of equal or better value and quality.

That's not just good advice... it's good sense.



## What is made in Canada?

Just about everything you need to help you live the life you want.

As the saying goes, we have no bananas, but we do have Apples, Bandages, Cranes, Drills, Elevators, Furniture, Glassware, Holiday resorts, Insulation, Jewellery, Kitchen appliances, Lumber, Machinery, Newspapers, Office equipment, Potatoes, Quilts, Rope, Steel, Tires, Umbrellas, Vaccines, Wines, X-Ray equipment, Yarns, and Zippers.

Everything, in other words, from A to Z.

## Who should Shop Canadian?

Every day, most of us have the choice. Whether we're buying groceries for the home or supplies for business, farm or industry.

If each of us added only \$10 a week to Canadian made purchases, Canada would be over 10 billion dollars better off in just one year.

Who should Shop Canadian? You should.

## Where does it say Made in Canada?

Sometimes it doesn't. Sometimes a sign says "Produce of P.E.I." Or "B.C. Apples" or "Fabriqué au Québec" or "Made in Manitoba" or "New Brunswick Sardines" or "Grown by Saskatchewan Farmers" or "A product of Alberta" or "Fresh from Newfoundland" or "Manufactured in Ontario" or "Nova Scotia Lobster."

The point is, if you take the trouble to find out, you can usually tell.

And, if it's made anywhere in the ten Provinces or the Territories, it is made in Canada.



Government of Canada

Gouvernement du Canada

Industry, Trade and Commerce

Industrie et Commerce

Jack Horner, Minister

Jack Horner, ministre



**Shop Canadian**  
**Magasinons à la canadienne**

**This ad was made in Canada.** Making this ad employed (for a period of time) a writer, an art director, an account executive, a media buyer, a media planner, a typesetter, an engraver, a platemaker, a traffic operator, several switchboard operators, various mailmen, shippers and secretaries, publication reps, publication make-up people, not to mention all their various suppliers.

Everyone of these people lives and works in Canada.