

## THERE IS SOLID ROCK UNDER CANADA'S FEET







NSTEAD of straining our eyes looking "around the corner" for that phantom which men call "Prosperity" and never overtake, let us look at some facts:—

Our natural resources are still beyond any accurate estimate; our national wealth over \$30,000,000,000.

Our banks are solvent.

Their debits are 11 per cent. more to-day than they were ten years ago.

Their savings deposits more than 22 per cent.

Twice as much life insurance is in force.

Outsiders knocked down our dollar but our bills to the world have been paid, our taxes met, our hungry fed, and our helpless sheltered.

Masses are always blinded by the immediate view, but our Canadian people are coming to see that a riot of economy is just as foolish and just as dangerous as a riot of extravagant spending.

Sane men of every class must realize the necessity of keeping a constant unrelenting contact with this market that is slowly and surely regaining confidence in itself.

While the optimists were peeking around that "corner" and the minor prophets whispering blue ruin, Canadian corporations in 1931 paid out in dividends \$226,351,000, an increase of \$32,500,000 over the average for six years, and \$50,000,000 better than any year in Canadian history prior to 1929.

Why should Canadians stop working to shake apart with Fear? All the "terrible things" that were to happen are fading out of focus.

There is no contacting medium so close to the Canadian consumer as his daily newspaper.

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