

One Reason

men sometimes give for failing to take out life insurance is that they are buying a home and want all their money.

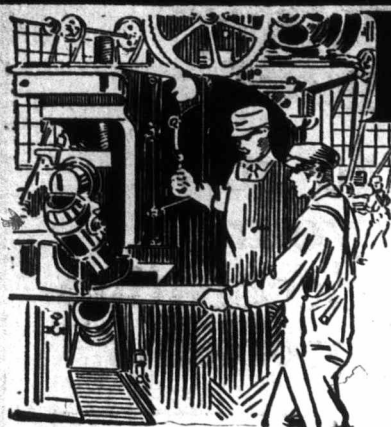
Buy the home, by all means. But remember that a home without an income might be little better than a burden to your wife if you were suddenly removed.

Provide the necessary income by means of Life Insurance. Give your wife a monthly income, as she has been accustomed, by means of the Monthly Income Policy issued by The Great-West Life. Thus the home may be preserved, and the funds left for the support of dependent ones be beyond the possibility of unwise investment or loss.

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THE easiest way to bring on hard times is to talk about them, to expect them, to tell the other fellow to look out for them, and still do nothing yourself to keep them away. Hard times and trade depressions are not accidents—they are brought about by force of circumstances. We often hear of people contracting certain diseases because they literally lived in daily dread of catching those diseases. In other words, the very fear of the disease cut down their powers of resistance to such an extent that when the crucial moment arrived, and the dreaded germ entered their system they were unable to throw it off. The financial situation to-day is creating a similar feeling among business men to that which exists in a community when an epidemic appears. People are afraid of what may happen. There is a feeling of uneasiness abroad.

The man with common sense takes precautions when an epidemic appears to guard himself against its effect. The business man of to-day should guard himself against the future. But there is nothing new in this—the business man should always guard himself against the turn of the tide. He is not a business man if he does not. Let us get down to "brass tacks" on this much talked of depression. You know that Canada is a land of opportunity. You know that with her vast resources and energetic business men this country has nothing to fear in the world of commerce if she does not abuse her powers. We all know these things—then why should we look for a depression?

There are reasons for the prevailing feeling of uncertainty. Reason No. 1: The whole world is undergoing a tremendous upheaval. There is unrest, dissatisfaction, a yearning to change everything—look around in your own community. Is there not more criticism of everything than there ever was before. People are in a grumbling mood. Why are they grumbling? Is it not the after effect of five years devotion to a struggle for the liberty of mankind. We heard so much of that liberty during the days of the great war that we enthroned it on high and created an ideal. To-day we are trying to compare the liberty we have with the ideal thus created and, as is always the case, the conditions we have do not measure up to the ideal. After a while we shall be contented with the knowledge that we are striding forward towards our ideal and that it takes time to achieve all that we hope to achieve. In the meanwhile we shall have unrest. In other words we shall eventually be compelled to deal with facts and not theories—we are fast approaching that point.

Reason No. 2: We are living at a time when the cost of living is mounting higher and higher and careering upwards in what has been aptly called "a vicious circle." The laborer asks for more pay because he cannot exist on his present income. If he gets more pay, the employer has to charge more for the things which he sells. As a result the very fact that the laborer gets more pay results in the cost of living going up again and the laborer comes back again to the employer with the same story, and so wages go up, the cost of living goes up and still we are no nearer a solution of the difficulty.

Reason No. 3: This country has a huge war debt—over \$200 for every man, woman and child in the country. This fact must be faced—grumbling and complaining will not pay debts. If they would our debts would have been paid long ago.

Reason No. 4: As a nation we are suffering from a wave of apathy among the industrial classes. The old adage that an employer is entitled to "a fair day's work for a fair day's pay" is being abused. Just as much as a similar adage,

"a fair day's pay for a fair day's work" was abused in days gone by. The shoe is on the other foot and the nation as a whole is suffering. We could continue to give reasons for the existing feeling of uncertainty in financial circles, but space will not permit.

The remedy is of more importance to us all. Why was it necessary for this country to send \$70,000,000 to the United States for coal during 1919 when Canada possesses one-sixth of all the coal in the world? Because our coal industry has not been developed as it should have been and one of the reasons why it has not been developed is because the people of Canada, and particularly the residents of Western Canada, have not been educated in the matter of coal. In Alberta alone, the mines in operation to-day are capable of supplying all the coal needed in Western Canada. Keep your money at home, support home industries, learn of the great resources of this country—that is one way to ward off depression. We cannot afford to send over \$70,000,000 of good Canadian money out of the country each year when we have billions of tons of coal lying idle in our own country.

Nearly \$4,000,000 was sent to the United States for binder-twine during 1919; \$3,000,000 for commercial automobiles; \$10,000,000 for passenger automobiles; \$4,300,000 for eggs; \$1,467,000 for canned salmon; \$1,121,000 for apples; \$4,331,600 for raw furs; \$11,000,000 for bacon; \$1,000,000 for moving picture films; \$9,000,000 for tobacco leaf; \$1,244,000 for railway ties; \$3,000,000 for wearing apparel. Just go over these figures again and you will see many opportunities for Canadians. Over \$4,000,000 for eggs and \$11,000,000 for bacon! And Canada recognized the world over as an agricultural country. Total importations from the United States during 1919 were valued at \$734,000,000 of which only \$195,000,000 were essentials. In other words we could have done without \$539,000,000 of these imports. We must do without these non-essentials if we are to stave off a period of depression.

During the year 1919 Canada had more strikes and lockouts than it ever had before in any one year; 4,000,000 working days was lost as a result of 298 strikes and lockouts, involving 139,000 employees. Although these 139,000 employees lost 4,000,000 working days they had to be fed and clothed—who paid for those lost days? The people of Canada as a whole paid for them. Labor troubles usually result from misunderstanding or sheer cussedness. Employers stand afar off and hurl arguments at employees and vice versa. They fight with long distance cannon and the public pays the bill. Men must be more reasonable with one another. They must get together and thrash their problems out in a rational manner always remembering that the national interest should be placed before private and selfish considerations. We cannot afford to repeat the labor troubles of 1919—if we avoid a repetition of them we have taken one more step to avoid a depression.

Our watchwords should be "confidence, courage, caution." Confidence in our country, its wealth of opportunities, and confidence in our fellow citizens; courage in our ability to face the future whatever it has in store for us; and caution in our business dealings. Keep your money in Canada, support home industries, spend every dollar on something that you need, not on something you desire but could do without. If you follow this policy, you need not fear a depression, for even though one does come you will be prepared to meet and overcome it.

How Much Insurance Should I Carry?

One of the first duties of the breadwinner is to secure as much life insurance as he can afford. Life insurance is so cheap that no man can say it is impossible for him to secure it. How much

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