

NEVER A BETTER TIME TO SAVE THAN NOW

Costs need not, and probably will not, decline, so long as we will pay the price. The one and only great price fixer is the economic law of supply and demand. The oft-repeated suggestion that every person buy only what he really needs, if practiced, would result in a larger stock of unsold goods,—and then in more "sales," more "price reductions," more competition among dealers—and—more money on hand for consumers.

The profits of capitalists are in direct proportion to the consumers' eagerness to spend.

The stocks in the stores become scanty by the overbuying of customers. An orgy of wasteful buying is no more profitable to manufacturers, and dealers, than it is to the public,—for reaction is inevitable.

The real economic condition of the country, the degree of satisfaction which each person can obtain by exchanging his producing ability for the producing ability of his neighbor, is not altered by trading at inflated or fictitious prices.

What a chance for those longheaded persons who begin to save while others spend!

We quote the above from a statement by the savings bankers of the American Bankers Association, who serve the interests of those who get ahead by placing in reserve a part of their weekly wages.

The savings bankers also suggest thought on the following from the *New York Evening Post*, October 29th.

"The Massachusetts Commission of the Necessaries of Life finds that in every line, notably in meats, rents, clothing and food in general, there is surprising extravagance on the part of people who have never had as much money to spend as they have now,—and they are throwing it away right and left with unconceivable recklessness. One of the largest retail dry-goods dealers in Boston tells the commission that he put on sale a lot of shirt waists at \$2.50 and \$3, but there was no sale for them. His customers demanded the higher priced goods and he was obliged to take the lower priced goods out of his store and turn them off some other way.

"A provision dealer tells of an experiment he tried. He ground up Hamburger steak. Part of it he marked 28 cents a pound, the remainder he marked 42 cents. At the end of the day the 42 cent pile had to be replenished, but he sold none at the 28 cent figure. Yet they were precisely the same.

"One of the largest men's clothing houses in Boston tells the commission that there is a great demand for silk shirts on the part of labor men, although it is well known that silk shirts are of poor

wearing quality. He tells the commission that there is a great demand for silk shirts costing from \$8 to \$10 each. A story comes to the commission about a railroad mechanic who asked for a silk shirt. The seller felt justified in telling him that silk shirts did not wear as well as some other kind. The man replied 'I have my weekly wages of \$95, and I am going to wear a silk shirt if I want one.'

"There is an unusual demand for expensive styles of shoes, which forces up the prices. Manufacturers are merely meeting the demands of labor people when they put more cost into the shoes, with the necessary result of higher prices. There is a great demand for silk stockings at \$4 a pair, which are inferior to what formerly sold for \$1 a pair.

Rents are mentioned in the same category. There is evidence that people insist on living in expensive houses and refuse to economize by living more according to their financial ability.

NOTE.—A regular deposit of \$10 (ten dollars) per week in a savings account means \$520 per annum, besides the compound interest. Is not that more satisfying than silk shirts, costly foods and forgotten extravagances?"

COURTING TROUBLE

The habit of many automobile owners and operators of filling the gasoline tank while the motor is running is a most dangerous one and there should be most rigid regulations forbidding it. The Kansas State Fire Marshal reports many fires which originate in this manner, saying "We doubt if many people realize just how dangerous the operation is. For the individual who has never had the matter brought to his attention there may be an excuse, but with the garage man who knows the danger of the practice, there is none. A lighted cigar or cigarette is also a mighty dangerous proposition to have near the tank while it is being filled, and yet there are thousands who take the chance daily."

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