

MAKING AN IDOL OF CHEAPNESS

EVERYONE naturally desires in making purchases to get what he buys as cheaply as possible, but this is a very different thing from making an idol of cheapness as many free traders do. The value of cheapness depends altogether upon its relation to earning power.

India and China are both very cheap countries to live in, but the condition of the people is deplorable. No thoughtful Canadian would desire to see in Canada such cheapness as prevails in those countries where whole families live on a few cents per day.

It is a well-known fact that in civilized countries prices are higher in good times than in bad times. Prices have been higher in Canada as well as in the United States, the United Kingdom and all the countries of Europe during the seven years beginning with 1897 than they were at any time during the preceding 18 years, and all these countries have enjoyed extraordinary prosperity.

Living is always cheaper in a small village than in a large city, yet people