

One suggestion is the development of co-operative organizations which will undoubtedly help to reduce the number of unnecessary middlemen. It will not eliminate the middlemen entirely, because that would not only be impossible, but undesirable. There is a wide and important field of usefulness for the middleman. Some people have the idea that the middleman is an absolute parasite. There could be no greater mistake. The evil is that there are too many middlemen and of course they must make their profits between the producer and the consumer so that both must suffer.

A development of co-operative organizations among all classes of people will help to reduce the number of middlemen to its proper proportion. Another remedy for the evil pointed out by the food controller is in the hands of the Minister of Finance. There is no doubt but that a number of corporations in Canada are making huge profits while smaller manufacturers in similar lines are making only ordinary profits. Here is a great opportunity for the finance minister to collect a large slice of revenue for the public treasury and the prosecution of the war. There would not be nearly such vigorous criticism against profiteering in war supplies if the finance minister were taxing those undue and excess profits into the public treasury for the good of all. Here are two suggestions for the food controller which we trust he will be able to turn to advantage for the benefit of the people of Canada.

#### PREPARE FOR NEW WAR LOAN

A new domestic war loan will, shortly be asked for from the Canadian people. No definite announcement has yet been issued from Ottawa giving the time of issue or other details. That such will come soon however is certain and every Canadian with any spare money for investment should prepare for it. This will make the fourth Canadian war loan.

The first three loans brought in \$350,000,000. They each pay five per cent. per annum, but were placed at various discounts of two to four points below par value. In every case these loans were subscribed to by too small a number of investors and the Dominion treasury has netted a smaller sum than it should have from them, considering the amount of money that must ultimately be paid back to investors and that they all were so-called Patriotic Loans. It seems likely the next loan will provide for bonds of smaller denominations than those of any loan yet issued, perhaps as low as \$50.00. Such would be a commendable feature in the next loan.

Many prairie farmers will this year have a considerable surplus to invest which they could scarcely do better than put in the war bonds. These bonds are an absolutely safe investment. Farmers have been slow about investing in anything but farm mortgages or municipal debentures, because they believe in Safety First. Dominion Government Bonds are safer than the class of securities mentioned and they are much more easily liquidated. There is a regular market for bonds, they are gilt-edged securities, may be borrowed on to practically their full value at the bank and can be sold at any time on a few hours' or a few days' notice at the most, for cash. It will likely be possible to buy these bonds in monthly or quarterly payments and farmers can make no better investment. Every dollar invested in this way is a contribution toward winning the war. Men who do not invest the surplus of this year's crop in further capital investment on their farms for productive purposes, could not do better than put part of it in these bonds. If you don't, the banks will, and pay you three per cent. while they get twice that. You may as well have part of that difference yourself.

Do not forget that the war is bound to end some day and we hope it may be soon. After the war there will be mighty national problems

to solve. We need in the House of Commons the best men we can get to assist in the solution.

On the front page of many United States publications, especially magazines and weekly journals, the following notice appears:—

"NOTICE TO READERS.—When you finish reading this copy, place a one cent stamp on this notice, hand same to any postal employee, and it will be placed in the hands of our soldiers or sailors at the front. No wrapping; no address."

Signed, A. S. BURLESON.

Postmaster General.

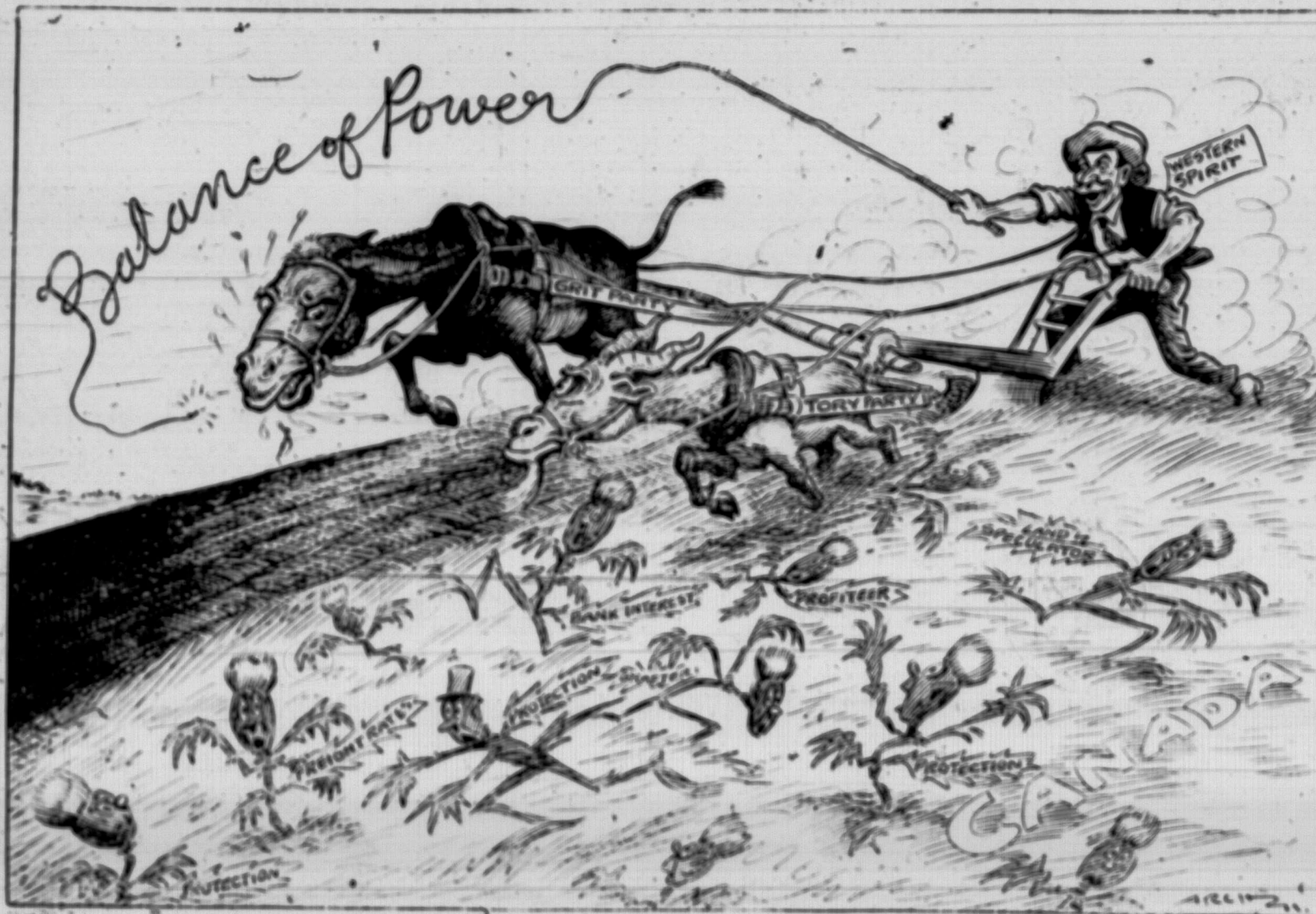
It is not too late yet for the Canadian Post Office Department to facilitate in some similar manner the sending of interesting reading matter to Canadian soldiers at the front. It would mean many pleasant hours for war weary soldiers. The Canadian Postal Service has done good work during the war, but if it could handle the extra work, such an action as that suggested would probably result in, that work would be of the most patriotic kind.

The Rockefeller Foundation in New York, is boasting that since the beginning of the year it has expended over \$6,426,872 in humanitarian enterprises. This recalls the saying of Tolstoi: "Before you could be so generous to the people you must first have robbed them pretty thoroughly."

Even though the war is raging, the protective tariff is still working day and night and the farmer is paying the shot. These "win-the-war" fusion candidates that are being boosted will help very little to lower the tariff when the war is over.

Western Canada needs in the House of Commons a solid substantial group of broad minded members who are strongly supporting the policy enunciated in the Farmers' Platform.

Good seed is one of the soundest investments that any farmer can make.



A GREAT TEAM FOR KILLING THISTLES