

of every citizen of our country. It believes that by helping men and boys to earn honestly, spend wisely, save consistently and share with others, it is helping them towards the basis of economic advancement which makes possible the more complete development of their spiritual natures.

Among the activities included in the Economic Program are the organizations of Savings Clubs in industrial plants, schools and the Y. M. C. A. membership, the conducting of practical talks which convey information on some of the economic problems of which I have been talking, the distribution of literature which also carries educational propaganda, the display of thrift exhibits which have been especially prepared for this purpose, the giving of vocational counsel through organized counselling committees of recognized leaders in community life, the helping of young men and boys to secure proper vocational placement, and the annual observance of National Thrift Week. These are only a few of the various activities. But it is my purpose to call your attention especially to the program of National Thrift Week beginning January 17, 1920, Benjamin Franklin's birthday.

During National Thrift Week of 1920, through the united co-operation of the various business and professional interests of the country, and under the direction of the Association, a neutral organization interested only in bettering community conditions, it is hoped to dominate the thought of the entire country for a week on a broad conception of thrift. To secure this broad conception, a financial creed consisting of ten points, each point relating to a definite Economic problem will be recommended. It is called the ten commandments of a man's financial life. Hundreds of thousands of young men and boys will be asked to adopt this creed and put it into practice in their own lives. Those who sincerely do this will at once become substantial citizens of our country from whom nothing can be expected but loyalty and devotion to the country's best interest.

The ten points of the Financial Creed are as follows:—

#### The Financial Creed.

1. Spend less than you earn, to assure your being on the road to success.
2. Make a budget, to ascertain how you should dispose of your income.
3. Keep a record of your expenditures, to see how close you come to your estimates.
4. Have a bank account, to keep your money in a safe place and help you save.
5. Carry life insurance, to protect your loved ones in case of your death.
6. Make a will, to insure your resources going quickly to those you desire.
7. Own your own home, to secure the greatest satisfaction in your home life.
8. Pay your bills promptly, to meet the moral obligation you have to your creditors.
9. Invest in Government securities, to help your country and to make a wise investment of your savings.
10. Share with others, to fulfill your religious duty of stewardship.

In order to secure the most widespread dissemination of the economic truths involved in the financial creed, each day of the entire Thrift Week has been set aside for the purpose of emphasizing a particular phase of thrift. Instead of talking each day of the week about the abstract matter of thrift, it has been thought that by taking up a special economic problem each particular day, and weaving around it a particular lesson, the cumulative result of the entire week's program would be for those reached, a liberal education of thrift. The first three are:

"National Thrift Day" or "Bank Day," Saturday, January 17, Benjamin Franklin's Birthday.—To emphasize the service a bank renders the community. That a bank is the fundamental and

tremendously valuable asset to any community, and to the economic welfare of the country, is a fact which very few people appreciate or understand. To educate a community on this point alone might be well worthwhile the setting up of the entire week's program.

"Share With Others Day," Sunday, January 18,—To emphasize the importance of sharing with others and to bring out the fact that how a man thinks about his money matters is fundamentally related to his character development. Given a man who is thinking straight about his money matters you have one who is not far from what the Bible refers to as the "Kingdom of Heaven."

"National Life Insurance Day," Jan. 19.—To emphasize the importance of protecting one's loved ones with life insurance. The value of life insurance is so much taken for granted in some circles, we fail to appreciate that a large number of people in our country have no conception of its value. This is well illustrated by the fact that over 90 per cent of the men demobilized from the Army gave up their life insurance, which was certainly a most desirable thing to keep from the standpoint of economics.

#### News of the Week.

Sir Robert Borden was waited on by representatives of the Navy League of Canada, who presented their policy regarding the building and maintaining of a larger mercantile marine. The details were not announced but it is known that the suggestion was for a merchant fleet built and controlled by the Government. Sir Robert promised consideration but drew attention to the financial difficulty of the scheme and the country's policy of retrenchment.

The coal shortage is becoming so serious that the Canadian Pacific Railway have cancelled one of their crack transcontinental trains.

The temporary board of management of the Grand Trunk Railway System, it is intimated, is

unlikely to be appointed until early in the next year. The agreement with the company, which is on its way to London, will have to be ratified by the shareholders before any appointments can be made.

There was a riot in Kitchener when it was proposed that the name be changed back to Berlin. It is generally believed that this has sealed for all time the decision to have no name other than one in keeping with British traditions.

A band of demobilized English girls who served in the Queen Mary Army Auxiliary Corps have come to Canada to enter domestic service and act as farm helpers.

#### Deaths of the Week.

Deaths of the week include:

Col. F. D. Lafferty, superintendent of the Dominion Arsenals throughout Canada. He was born at Pembroke in 1876 and graduated from the Royal Military College.

Stephen Pearson Brown, the engineer who had charge of C.N.R. tunneling under Mount Royal, was drowned when the ice broke beneath him at Sebec Lake, Maine.

Senator Peter Talbot of Lacombe, Alberta. He was summoned to the Senate on March 8, 1906.

John Wentworth, for the past seven years manager of the Canadian branch of Waring & Gillow, at Montreal. During the war, Mr. Wentworth was engaged by the British Government in the purchase of war materials in the United States.

#### Our Ambiguous Language.

Telegram from Bob (away on a survey job) to his wife in town: "Have forgotten drawing tools; please forward at once."

Note in reply from Mrs. Bob: "Dear Bob, do you want your triangles or a corkscrew?"

## Review of the Newest Books

By H. S. ROSS.

EMPLOYMENT MANAGEMENT: Selected articles compiled and edited by Daniel Bloomfield, with an introduction by Meyer Bloomfield. The H. W. Wilson Company, 958-964, University Avenue, New York City. Price \$1.80 net. ¼

The purpose of this volume is to present the best material available on the subject of employment management in the form of a handbook for ready reference.

Students especially will find this book of great value as will industrial executives who are interested in the human problems of management.

In some of the articles ideas and facts are repeated particularly in discussions concerning labor turnover. Such repetitions will help drive home facts which otherwise might be neglected.

To make the book of the greatest practical value an appendix has been added containing examples of typical forms used in any well-organized employment department.

The articles reproduced will be helpful as the information given is practical. It is the first book of its kind and will meet a need not otherwise met.

BRIDGING THE CHASM, A Study of the Ontario-Quebec Question, by Percival Fellman Morley. J. M. Dent & Sons, Ltd., 25-27 Melinda Street, Toronto.

The following vital questions are asked and answered in this interesting book:

1. Is Quebec plotting to dominate Canada?

2. Have minorities any rights?
3. Whither is Canada drifting?

This book shows a fine spirit and let us hope it may help many Canadians who are apt to think perhaps rather narrowly on this question to revise their opinions. The author explains in his foreword that the manuscript of this book was practically completed before William H. Moore's now well-known and exhaustive work, "The Clash," which deals with the Ontario-Quebec difficulty, was out of the publisher's hands. The author has attempted to look at this problem from an angle which affords a truer insight into the problem than is usually attained in Ontario. He is a Canadian of English-speaking parentage and Protestant up-bringing, who has had the opportunity of living among the people of the Province of Quebec. He has learned to understand them and to appreciate their point of view and has been driven to the conclusion that in a great measure it is within the power of the English-Canadians to bring about the solution of our race problem and to promote better relations between the two peoples. The author is one of those who believe that race difficulties may be solved "not by might nor by power" but by the tolerant spirit.

The book is dedicated "To the memory of those noble souls who, in the face of untold perils and privations, carried the light of civilization and Christianity into the wilderness and laid the foundations of New France and of the future of Canada."