

NATIONAL SERVICE LITERATURE.

One of the most valuable of recent literary contributions to the great cause is a booklet by Professor Stephen Leacock, entitled "National Organization for War." In this booklet, Dr. Leacock makes an urgent call for national thrift and national saving. He attacks in vigorous style the evils of extravagance at this crisis in Canada's history, and by trenchant phrase and apt illustration disposes of various common errors in regard to individual spending of money during war time.

This pamphlet was originally published by Dr. Leacock himself, but the National Service Board were so convinced of its value in connection with their Thrift Campaign that they have had it republished and have undertaken its distribution. Copies may be obtained by writing to the Secretary of the National Service Board at Ottawa, or by applying to the National Service Director in any Province.

CONTINENTAL INSURANCE COMPANY.

The Continental Insurance Company now has total assets of \$34,114,371.86 with an unearned premium fund of \$10,135,305.46 and a policyholders' surplus of \$22,303,333.63. Gross assets have increased \$3,225,280.70, the unearned reserve has increased \$322,973.99, the net surplus has decreased \$5,346,678.45, there having been \$7,000,000 transferred to capital account, making the actual net surplus increased \$1,653,321.55. Premiums written have increased \$517,795.60.

ONE WAY OF HOME DEFENCE.

The Review of London thinks that one effect of the War will be to stimulate the individuals who have taken part in it to a fresh realisation of the importance of life insurance in regard to "home defence." It is safe to assume, says the Review, that when peace is proclaimed the large body of men crowding afresh into civil employment will be possessed of new ideas founded upon the actualities of life revealed to them during war service; and in all probability they will be in a frame of mind to readily realise the importance of the defence of their homes in a domestic sense by life assurance. We are confident that there will be a great acceleration of business with the change over from Army to civilian pay. Now is the time to make preparations for a peaceful campaign which shall have as its principal object the defence of the home in the sense indicated.

When Mistah Burns was hauled up before de boahd foh cutting rates, he said dat he preffuhed to chahge less so if his customahs didn't pay he wouldn't lose so much.—*Irving Williams.*

* * *

Mrs. Finnegan (to Mike, who has just come home)—Phwat's all the noise below? Did I hear some wan shout "Foire?"

Finnegan—Ye did; but make yersilf aisy. The foire's in Widdy Malone's tinimen on the first flure, an' there's six flures bechune it an' us.—*Boston Transcript.*



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