

## PERSONALS

Mr. Owen D. Jones, general manager of the North British & Mercantile Insurance Company, arrived in Montreal this week. He is at present visiting important Agencies of the Company in the West accompanied by Mr. Randall Davidson, manager for Canada.

British Columbia will have one of the largest power sites in the world, when the projected \$30,000,000 development of the Bridge River is carried out.

Mr. F. W. P. Rutter, general manager London & Lancashire Fire Insurance Co. is expected to visit Canada during the present month.

Mr. George Chappell, general manager of the Royal Insurance Company, is expected to visit Canada sometime this month.

## PROFITEERING

Conditions seem to point to organized effort to keep up prices in not a few directions. The fact that large crop yields promise but little in the way of immediate lowering of prices for food at retail is a sore subject with many consumers. Labor especially is clearly irritated at the fact that though it has succeeded in enforcing its own demands in money wages they have profited it little, due to the fact that prices have risen sufficiently to take much of the increase in purchasing power.

The time has come to recognize that profiteering is not solely the result of wilful and unfair effort on the part of individuals to exact a tribute from the community but is the outcome of conditions which have been established in some cases by law and which permit or, in other cases, dictate high prices for goods. Of these conditions the most fundamental is possibly the present system of taxation. Excess profits taxes are responsible for no small portion of the shortage of goods which exists in many directions and are thus the cause of numerous instances of overcharge. Excessive freight rates, while in many cases constituting only a small fraction of the retail price of goods, are, nevertheless, an important influence in the price of heavy commodities like coal.

No doubt there has been a good deal of wilful "jacking up" of prices without good reason. This has been effected in some cases by the use of machinery which was started during the war, through the establishment of trade understandings, and the use of commercial mechanisms of various sorts which may have had a desirable purpose then but has none now.

## PLAYING THE GAME

By B. C. Forbes, in Forbes Magazine

Business is as much a game as golf or baseball or football.

Life itself is aptly likened to a game.

To win, to earn and enjoy the fruits of victory, you must play fair.

A cup or medal or other trophy is not the real prize the victor receives; the real prize, the real reward, is the satisfaction derived from superior, worthy achievement.

Wealth is not the real prize of life, it is only a trophy, a symbol, and may carry with it no satisfaction; indeed it does not carry with it genuine, lasting satisfaction unless it has been won fairly, honestly, honorably.

The more I see of rich men and the closer my insight into the workings of their minds and hearts, the more strongly convinced do I become that great wealth is no passport to happiness nor proof of true success.

It is an old truth, but it needs preaching every sunrise, so many do not know it, or, knowing it, do not heed it. If they could only be made to understand, if they could only see things in their true colors, if they could only peer into the hearts of many millionaires, they would order their lives more rationally and enjoy life more thoroughly.

To win out you must play the game every time.

"Look at So-and-So; he has everything he wants, yet everybody knows that he made his money by shady practices," you may reply.

Don't fool yourself that So-and-So has everything he wants. Do you imagine that he doesn't know how you and other people regard him? And do not think for a moment that he enjoys being looked at askance, or that he wouldn't exchange most of his ill-gotten gains to stand high with you and other people—and to stand high with himself.

There have been wholesale efforts to reap more than has been sown, to get more than has been earned, to tilt the scales unduly.

Sooner or later the profiteers and labor slackers will get their just reward.

The call is for the fellows who can be depended upon, under any and all circumstances, to play the game.

The things that count are the things that last. Playing the game lasts.

## Many Fires Caused by Lightning

While lightning is always a factor in farm insurance during the summer months, fires from this cause have been unusually numerous during the past few weeks in Canada, due to the many electrical storms in various parts of the country.