THE SECOND PRIZE ESSAY

Bessie E. Griffin, of Fenelon Falls, Wins Second Place With Well Written Essay.

Dear Editor:

Complying with your request that I write you a letter, it was with much pleasure I received the information that I had won second prize in Canada Essay Contest. I fully realize and appreciate the honor you have bestowed upon me, and I hope that the essay may be of benefit to other young Canadians in making them realize what a really glorious country it is our privilege to own.

As regards myself, I have not much to tell. I was born in Vernlam Township, on the farm, for which I am very glad, for in the country one is in direct touch with nature. Later I attended Red Rock Public School, where I received my foundation in composition. I am now sixteen and attend the Fenelon Falls Continuation School. Composing stories has ever been my pet subject. My favorite pastime is reading, especially the works of Charles Dickens; also some of the modern authors. I belong to the United Church.

That is all. As for wanting a career, perhaps I do and perhaps not. Lives there a young Canadian, where there is such a wide range of openings, who has not ambitions for the future, indeed for a career?

With three cheers for the success of our beautiful country, I am,

Very sincerely,

BESSIE E. GRIFFIN.

MISS BESSIE E. GRIFFIN.

"CANADA"

Canada, our home and native land. Let us pause for a moment to let those old well-worn words sink down into our minds. A great thrill of pride passes through our beings as we realize their full meaning. Canada, this beautiful, bountiful land, stretching from ocean to ocean and ranking high in the great nations of the world, is ours. We are Canadians. We were born in Canada and are proud of it, for what after-all is better than to be a Canadian, free and unpampered as the waves of the ocean, living amid all the grandeur and beauty which our country provides for its people.

And indeed we are not vainly, unduly proud of our Dominion. She is naturally both rich and beautiful. Many and varied are the lyrics penned in her praise by admiring Canadians who have been fired with enthusiasm by her magnificent scenery. Her thriving cities speak more than words can tell of her prosperity. A brief sketch gives an idea of her vast natural resources. To the north is her great timber area. Thes splendid forests standing so silent and powerful against the sky contain millions of dollars worth of lumber. The broad sweeping rivers in their rush to the ocean provide waterpower unequalled anywhere else in the world. Her rolling plains are lovely and productive. Her fertile prairies with their fields of waving wheat, the silent growth of the food of millions contains a stirring romance as well as a great dividend in dollars and cents. The Rockies, the fame of whose grandeur has spread all over the world, hidden embedded within their layers of ageless wealth untold. Such is our Dominion. Why should we not be proud of her?

Viewing the Past.

But it is only when we look back into the past that we fully realize how Canada has advanced. A few hundred years ago our now peaceful and highly civilized country was almost a jungle in whose depths wild animals prowled, and uninhabited by humans save by the different tribes of savage Redmen who painted their bodies with red ochre and warred on one another, hunted, fished, and did a little primitive farming. Then came the paleface explorers and their advent marked a new day in the history of Canada and the Indian. Gone forever was their free, unquestioned sovereignty and in its place they found their right usurped by the white men, who laid their hands on everything, claiming it for themselves and their country. It was inevitable the Indian must go, but not without a struggle. Desperately they fought for their old time supremacy. Horrible massacres ensued, chilling the hearts of the surviving settlers, but at last the degrading firewater of the fur-traders and the oppression of the white men had their effect. They wandered further afield and the settlers came in and took their places. Still their presence left its mark. Many of the large cities of to-day have indian names and it was from the Indian name Kannata, meaning a collection of huts, that the beautiful name Canada was derived.

Under British Rule.

But the real change did not come until 1763, with the capture of Quebec, when Canada changed from French to British rule, and to these brave soldiers and their leader, Wolfe, we owe a great deal. If it had not been for them perhaps we would never have had a Dominion of Canada. They opened the door for those who were to follow.

With the war in the United States came the United Empire Loyalists, brave, loyal British subjects who endured untold hardships that they might remain true to the British flag. How heroically they battled the perils of a new country. We who live in this day of comfort know very little. Were they not worthy ancestors of the great warriors, statesmen and philosophers who were to follow and guide our country safely through the troubled waters of racial bitterness, inevitable in the history of any prosperous nation.

A Period of Progress.

We will this year be celebrating the sixtieth anniversary of our Dominion; sixty years since one of the greatest feats in history in the minds of Canadians was accomplished by the Fathers of Confederation, far sighted men, who caught visions of that which we have lived to realize, a great, throbbing, united nation, and staked their all to attain it. But while we rejoice, let us not forget the struggles, and disappointments, the worry, toil and discouragements involved and be proud and thankful that we can boast of such noble men, who through their wisdom and devotion brought about that which will remain, in Canadian history, immortal throughout all the ages.

Glorious Our Future.

And now that we have reviewed the past, let us look into the future. What is to be the crowning destiny of Canada. hall the noble efforts of our predecessors be in vain. She has tremendous possibilities, and in our hands lies the making of her future. Shall it be undying, worthy to be cherished by the generations to come. Canada has had a great past, is having a great present, and will have what promises to be a greater future. She is young and has accomplished much, and how much more she will accomplish is not for us, who can neither forsee or fortell the future, to say. We must leave it to the guidance of the Great Father, who so far hos been with us, and who, we humbly pray, will continue to be through the ensuing years.

NEW STATION FOR CROYDON

Extensive Radio Development Planned for Big British Airport.

London—Among the developments now in hand for the reorganization of the London Air Port at Croydon is the provision of a new wireless station, which is to be erected for the Air Ministry by Marconi's Wireless Telegraph Company to replace the one that has done duty there for the last seven years. When this station is complete Croydon will possess vastly improved airdrome wireless equipment, which will considerably extend its range of communication with other terminal airdromes and with airplanes in flight.

The new station will consist of a group of four 2-kilowatt wireless transmitters operated in conjunction with a wireless direction finding receiver. The transmitters will be capable of telephonic and continuous wave and interrupted continuous wave telegraphic transmission, the wave range being from 300 to 2,000 meters. Independent drive circuits will be incorporated to maintain constancy of frequency and wavelength. Energy for the transmitters is to be supplied by a common motor alternator group, the power from which may be switched on to any of the transmitters.

The new wireless direction finding receiver for Croydon, specially designed for this work by the research department of the Marconi Company, has remarkably selective characteristics and incorporates the latest filtering and amplifying devices. It is arranged so that, if required, two or more circuits can be operated on different wavelengths for the reception of telephony and telegraphy on the same aerials.

In order to keep the neighborhood of the airdrome as free as possible from obstruction the wireless masts and transmitters will be erected two or three miles from the airport and operated by the "remote control" system.

In 1920 the area sown to alfalfa in Canada was 288,000 acres. Six years later it was 858,000 acres. At the beginning of this period Canada imported 15,000 bushels of alfalfa seed per year but by 1926 this trade movement was changed into an export of 60,000 bushels.

GREAT PRESSURE BURSTING DYKES FOR FIFTY MILES

Centre of Evangeline Country is Being Devastated by Flood Torrent.

DEEDS OF HEROISM.

Rescuers Emulate the Canadian Voyageurs in Efforts to Save the Imperiled Families.

New Orleans, La.—Rolling relentlessly down the fertile west side of the Atchafalfa basin, flood water from ten major crevasses in the Bayou Des Glaises levees to-day drew closer to St. Mary and St. Martin parishes, spreading devastation on its way to the Gulf of Mexico. The threatened section is in the centre of "Evangeline country," made famous by Longfellow.

The Bayou Des Glaises crevasses are approximately 150 miles northwest of New Orleans, on the west side of the Atchafalfa river.

Avoyelles and St. Landry parishes, with their green crops of corn and sugar cane, have been submerged by the torrents tearing through the Bayou Des Glaises levees and thousands of persons have been driven from their homes. Other thousands are seeking safety.

For thirty days crews have been strengthening embankments. Scores who had volunteered to aid in the work left for their homes to prepare to flee before the advancing tide.

Army engineers estimated that the water flowing from Bayou Des Glaises has covered 600 square miles. Engineers said that the entire stretch of fifty miles of levees along Bayou Des Glaises probably would be carried away.

Rivaling the skill of Canadian voyageurs in the handling of their surfboats amid the treacherous whirlpools and roaring rapids of the crevasses, 300 muscular and fearless members of the coastguard rescued 1,300 men, women and children from crumbling levees and floating house tops of the west Atchafalfa basin.

Performing feats in 30 feet surfboats which many veteran boatmen of the Mississippi would not dare, the coastguard crews repeatedly shot their small craft through the crevasses to take families to safety.

Soaked with spray time and again, the surfboat crews careened dizzily through the narrow gaps. Every life was saved, the coast guardsmen having met the severest rescue test of the flood.

The Powers and China

Yorkshire Weekly Post (Cons.): There is cumulative evidence which suggests that those experts upon Chinese affairs were right who foretold that the outherners would revise their views of the value of Russian Communist advice and assistance so soon as they had used their propagandist methods sufficiently to make them masters of Shanghai and its revenues. But, warned by experience of the rapidity with which situations are apt to change in China, for reasons that can at best only be conjectured, and are often altogether obscure, the foreign Governments concerned are not likely to slacken their precautions, nor to suspend the machinery which formulates their collective policy.

World's Poultry Congress.

Ottawa. — There was considerable elation at headquarters of World's Poultry Congress when notification was received that Roumania had named an official delegate to Congress and would be represented by Honorable George A. Simard, Consul General for Canada. The entry of Roumania trings the number of counties taking part in the Congress to two score. When Canada invited the World's Poultry Congress to hold its 1927 meeting in the capital of the Dominion there was some skepticism expressed that forty nations, the objective set, would be achieved. Honorable W. R. Motherwell, Minister of Agriculture, who is Honorary Chairman of Congress, expressed the keenest gratification that the mark had been reached. He said that although he had planned a trip to Great Britain and the continent this year in connection with important business connected with his department and the marketing problem, he had decided to forego this and "see the Congress through." It is the intention of the Minister to accompany those foreign delegates who will tour Canada from coast to coast in a special "See Canada" train.

Mme. Jane Sion Arrives for Swim Events.

Quebec—After having on no less than three occasions failed to conquer the English Channel Mme. Jane Sion, Brussels, European lady swimming champion, is now turning her eyes towards the marathon swimming race that is to be held off Toronto Bay next Labor Day. Mme. Sion reached Canada Friday, so as to properly tune up for several long distance races in Canadian and American waters.

Mme. Sion, who, in addition to entering the Toronto swim, is also scheduled to participate in the Lake George event during the summer, was one of the first women to try the feat of swimming the channel, and on her initial attempt got to within two miles of Dover when she had to give up. This was in 1923 when she swam 37 miles in 14 hours. The next year she struggled to within four miles of the Dover cliffs when forced out of the water, while in 1925 she got to within a mile and a half of her objective.

She has won several marathons, and last year captured the European women's swimming championship by covering 1,609 metres in one hour.

April Fool.

"Dropped your pocketbook, mister."

"April Fool! I did not. I always put mp pocketbook in the safe when I'm out with this dame."

"We didn't understand some of the things you said in that speech of yours," remarked a constituent to the Member of the Legislature. "Then," replied the member gently, "you should not find fault with me. What you do not thoroughly understand you cannot intelligently disapprove of!"

Canada's Minister of Immigration, Hon. Robt. Forke and Mrs. Forke, who sailed this week for England to study, first hand, the immigrant England has to offer and his problems at home.

CANADA AND THE UNITED STATES CEMENT CENTURY OF FRIENDSHIP

Prominent Men of Both Countries Join in the Formation of the North American Relations. Foundation.

Ottawa—As tangible evidence of the deep appreciation and gratitude felt by Canada and the United States for over a century of unbroken friendship and as an earnest of even closer fellowship to follow, there has just been former by the foremost men of both countries what is known as the North American Relations Foundation.

The objects are described as follows:

(a) To promote, maintain and safeguard international amity and friendly relations between the people of the United States and Canada, and other portions of the British Commonwealth of Nations, and of fostering co-operation in all matters affecting the moral, social, and economic development of the peoples of these countries.

(b) To prepare, publish, and distribute, under the direction of an advisory and editorial council, firstly, as a presentation volume to shareholders, and afterward to sell subsequent editions of the same, as a revenue-earning activity, a Centenary Volume of North America—the said volume to be in the nature of a literary memorial to the hundred and more years of peace between Canada and the United States of America; and such other publications of a like nature as may be determined from time to time.

To Disseminate Information

(c) To collect, formulate, edit, publish, and otherwise disseminate timely information, and relevant and informative literature, relating to pertinent questions or situations of an international nature, which may from time to time arise; and to organzie and direct the influence and activities of public-spirited citizens of the aforesad countries in regard thereto, with a view to the improvement of international understanding, and the avoidance of friction and ill-feeling in respect to such matters.'

Other objects enumerated are: The promotion of exchange of associations among educational institutions of the United States and the British Commonwealth, by establishing international scholarships and lectureships and interchanging teachers and students; the encouragement of international competitions in amateur athletics and sports and awarding of trophies; the erecting of memorials along the international border and elsewhere, "commemorating ,emphasizing and perpetuating the sentiment of friendship"; and generally "to undertake all practical and effective means to promote, improve and sustain at their highest levels those standards and ideals of international relationship which are the common heritage of the peoples of these neighboring countries, and to preserve the same intact and unbroken for all time to come."

The capital stock of the foundation will be $1,250,000, and three classes of shares will be sold at $1,250, $1,000, and $50, repsectively, to be paid into a trust company, and any profits arising from its business will be applied solely in furtherance of the aims of the foundation. The head office of the directors will be in Toronto.

The petition for incorporation was signed by Livingston Farrand of Cornell University, William R. Riddell of Toronto, S. P. Capen of Buffalo University, Sir Henry M. Pellatt of Toronto, James A. Russell and E. L. Brooks of Akron, O; G. M. Wrong, H. P. Whitlen, Joseph Montgomery and E. L. McCormick of Toronto. It is understood that President Coolidge, the American Premier, W. L. Mackenzie King and other leading men in the United States and Canada are supporting the movement.

A FORTUNF! HOW COME?

SERVICE THE SECRET OF MODERN BUSINESS SUCCESS.

What Men Have Done They Can Do Again — And the Lad of To-day, With Only Sixpense in His Pocket, May be a Captain of Industry, Controlling Vast Business Interests, To-morrow. These True Stories Show How Giant Concerns Can Grow From Small Beginnings.

There is a story behind many of the greatest modern businesses. Take Lever Brothers, founded by the late Lord Leverhulme, who died two years ago. This great business man started life in his father's grocer's shop in Bolton. While still in the early twenties, he embarked on a venture of his own—also in the grocery line—at Winan. After building up this establishment into a very flourishing concern, he sold out.

Just before this he had bought a small soap factory at Warrington. He now threw himself into this, and spent a great part of the money he had got for his grocery business on experiments in soap. The result was a household soap which would last and not turn rancid.

Here is part, at least, of the secret of the Lever success—courage to strike out in a new line and to spend lavishly to secure an end. The name he gave the soap—"Sunlight"—was another hint of the young man's quality. There is money in a name like that.

An Eye for Position

And Lever did all that he could to bring it to public notice. No man knew better than he the value of advertising. Indeed, it is told of him that, in later years, when he controlled a great chain of businesses stretching all over the world, he visited South Africa, and was greatly impressed by the majestic aspect of Table Mountain, which dominates Cape Town and the surrounding country. In a day or two the South African Government was offered a large sum to allow the words "Sunlight Soap" to be printed in huge letters along the mountain-top.

It was a good publicity idea, but, fortunately, from the aesthetic standpoint, the authorities did not see their way clear to help in the making of advertising history. The offer was turned down.

The story, however, serves to show Lord Leverhulme's flair for good publicity. And it is probably safe to say that, wherever success depends upon obtaining public support, no large-scale business can be built up without advertising.

"Don't Do It Again!"

There are, of course, fortunes which have been made in the development of new countries, and by the discovery of such things as gold, diamonds, and oil. These come in a somewhat different category, but, in the main, the men who make their pile by such means have much the same qualities as those who win success in other fields.

A good story is told of Cecil Rhodes, the maker of modern South Africa. When he and his brother, Colonel Frank Rhodes, were young, they did not have too much money or too extensive wardrobes.

So one day, when Cecil wanted to attend an evening function in London, he had to ask Frank to lend him a shirt.

Frank refused—he wanted the shirt himself that evening. And knowing Cecil, he watched him. He saw him off on the train, and took particular note of the fact that he was not wearing the shirt and had no luggage with him.

This seemed good enough, but when Frank went to get the shirt it had disappeared. When Cecil came back his brother asked him how he had manager to get away with the garment.

"I put it on under the old one," was the reply.

Telling the story to a friend, Colonel Rhodes added:

"That's Cecil!"

It does illustrate the resource, the "never-say-die" spirit that helped to build Cecil Rhodes' fortune, as they have helped to build so many others.

There is, however, the element of luck. How far does it count in the making of great wealth?

Andrew Carnegie has related how, when a railway employee, he was riding on a locomotive, and dropped a large sum of money—the wages of a great many railwaymen—beside a stream. If it had fallen into the stream, he added, it would have taken him many years to wipe out his carelessness.

"I could go straight to the spot today," said Carnegie, many years later, "and often as I passed over that line afterwards I never failed to see the light brown package lying on the bank. It seemed to be calling: 'All right, my boy! The good gods are with you, but don't do it again!' "

Creating New Wealth

A case in which luck was the beginning of a huge fortune was that of Senor Simon Patina, supposed to be the richest South American. A quarter of a century ago he was a salesman employed by a Bolivian company. They sent him to collect a £50 debt. Finding the debtor unable to pay, Senor Patina accepted a deed giving the title to a piece of land.

This deed seemed worthless to the company, and Patino was discharged. So he kept the deed. Tin was found on the land, and Senor Patino is now supposed to be worth some £300,000,000.

Cases like this are, of course, very exceptional. Mostly courage, energy, resourcefulness, initiative count far more than luck in fortune-building.

There is another thing that counts—service. If you want to help yourself to a fortune, you've first got to help the world to something else—something that it either hasn't got at all, or that you can give it in a new way, and better than other people.

That is why Mr. John D. Rockefeller once said that the ambitious should strike out on new lines rather than travel the "worn paths of accepted success."

Perhaps that is the real secret of the big fortunes. The men who have made them have either given the world something new, or they have done some old thing in a different and better way. In either case they have probably created far more wealth than they have gained for themselves.