en and women of magination and and are making es by remaining sense of proporto fat hogs and

Leadership need-business lution. Judging k this University enced by its tray current forces, ve a considerate y say even if you

here and these three items from came to me in was first Presidor shall I say n behalf of the representative of Next was a news clipping bureau usions of Viscount e British Empire tion just completada, investigating nd that Canada's needs are 'Men, These conclusions ave been hearing over half a cenem being advocatner given by Lord nial journalists in n that occasion I ey theory very

and expert workkers After Doles of these Peel conpropaganda, and will always be a to Canadian iniin the position of kers, waiting for rageous, enterprisndependent Canaourselves, not waitcountry to help us. y subject.

at we needed not

as their experien-

came a letter, which as from one of our of constructive fintrial leaders doing conscientious work rt Matthews, for ave much respect. ed the Canadian deld's Economic Conlast year, one of the therings in the his-He was replying to ome information on ed to his letter: "I my great appreciarobust and forwardm manifest in your cisely what we want present time. Our on page 3.)

ILLS

qualities of

ton

Flour

Foods

Fertiliser.

all kinds of

AN urham, Ont.



when yer jumps, ye opens an' yer floats to me, an' I'll give yer a Passing Show, London

CANADIAN DEVELOPMENT AND BRITISH POLICY

(Continued from page 2.) national "visibility" so to speak, is too limited, and the curious thing about it seems to be that the only doubters to be found concerning the tremendous growth and importance of this country are to be found at the very centre of our activities. What we really need is a broader Canadian foundation for our

national sentiment. "At this time and as a very important part in this topic, may I congratulate this University and Western Ontario on the promotion of Dr. Fox to the presidency. He combines scholarship with business ability and sound commonsense, and takes his responsibilities seriously.

presidency of a university should not, in these strenuous times, be an honorary appointment, nor a position calling for great culture and dignity only, but a job, a real job, a great general manager's job of making the university pay by finding, training and inspiring a staff of departmental managers-professors-who will maintain a great human factory or plant in which they will produce and sell not commodities to be used in other industries successfully was brought out some years nor graduates to enrich our friends ago in a series of articles in a United across the border, but men and women States magazine, which showed that who will themselves take hold of, build ministers' sons were more uniformly up and give leadership in the number- successful in their life work than those less neglected opportunities for develop- from other homes. Within the last few ment throughout Canada and the years, Professor Visher, Indiana Uni-Empire. Their success in the years to versity, made a study which showed come, not scholarship tests here, will be that clergy fathered fully twenty-eight the evidence of his capacity.

Western Ontario Material

Visher thinks this is due to better edu-"President Fox has the finest raw cational opportunities, helpful home material in America, if not the world, to work with. Western Ontario has produced more leaders and prosperity than any other part of Canada, and Professor Sandwell shows, from the United States 'Who's Who' that Canadians produce forty per cent more great men per hundred thousand in the States than do the native Americans. These figures are the average while here in this University you accept only the fancy, hand-picked, prize stock of not a gentleman of high character and Western Ontario.

for that reason a great influence for "The records show that higher education can be made to pay, but, based on the tremendous cost to the country and to the parents in money and self-sacri- have made great sacrifices to stay in fice, and judging by average results, Canada to help to build up the Emthere is frightful inefficiency and waste of money in our so-called higher education. Of course public institutions are almost always wasteful, but in the case hear young Fox and the soundness of of higher education it means also wasted lives, and brings disappointment, lay and the sincerity of his loyalty. a wasted life to the student at the His whole tone breathed character. The very time, fourteen to twenty, when he is at his best to acquire a practical up his origin. He was from a clerical training for his after life.

What Happens to Medallists?

"Scholarship and culture have been emphasized; not success and leader- Bishop Fallon, who is going to leave ship. The theory has been that if you his mark on the youth of this generamake a man a scholar you fit him to tion as did Rt. Rev. Bishop Hellmuth assume any position in life, but as far in his day. as I can see the records are against us. There are on the wall of the Convocation Hall of one of our great Canadian emplify the importance of character. colleges, in golden letters, the names About eight years ago I went into the of head scholars for one hundred years. American Express in Paris to get rail-I have followed this with great interest way tickets to a distant point and to for nearly half a century. Of these have them arrange certain expert ashundred head scholars, few were ever sistance I needed in some enquiries I heard of again. One who came into was making. Everything being arranthe public died more famous for his ged, I asked the price. He replied he failures. Another of them, I am happy could not give it to me as he could to say, attained marked success as a not say what the services of the men teacher; that is, his pupils did. As far at the other end would be, but that he Markets': as I can learn, this is the record of would send the bill to me on my return. nearly all our higher institutions.

"I am not opposing scholarship. I believe in it. It is essential for our clergy and teachers, and such other plus men and women who can make good use of it. To others it is a luxury.

than a man of commerce or industry.

Success Not Money Making "Succes is not money-making. Success is doing well your work, whatever it may be; better, if possible, than others. Success is what we contribute to our life work, to our calling, to our country and Empire. What this country needs more than successful merchants and industrialists is more successful clergy, more successful teachers. Given character, a conscience, good living ideals and sound primary schooling, and add to these a willingness for hard work and the right inspiraton, our higher jobs and all our other problems will take care of themselves.

"I am afraid when we abandoned in this province the thorough, but simple, system of basic education which our fathers brought from the Old Country and had wished on us one made in, but discarded by Germany nearly three quarters of a century ago; when we abandoned the British system of doing things honestly and well; when we replaced courtesy—which is a form of salesmanship and service—with a false and offensive boorishness called democracy, we taught children less of practical value and much they had to unlearn later from hard experience.

Influence of Church on Success "That the church can go its work times the average number of notables

compared with any other class.

training in serious thinking, thrift and expression. But schools can do this. "You have here in London two outstanding examples: one in the school in which this university had its origin. number of boys who came under the Isaac Hellmuth. Hellmuth's school not great Minister of Agriculture. only produced many leaders but I never knew a boy from that school who was

good in his community. "It gave all Canadians who love Canada and the Empire-Canadians who pire-deep pleasure in listening in a the broadcasting of the oratorical contest last spring. It was a joy to his conclusions as to where our future first thing I did next day was to look school and his inspiration came down through his teachers from another great and good Canadian, Rt. Rev.

Value of Character

"Let me give you an incident to ex I was taken aback. I said:

"'Do you know me?'

"He said, 'No.' "'Have you ever seen me before?'

NEW GIANT PULLS FASTEST TRAIN

For its distance, the International Locanotive Works, including H. C. Limited, the crack Canadian National Railways, and officers of the National Railways, and officers of th



STILL HOPES TO REACH 10-MILE MARK Professor Auguste Piccard with his family and Lady Drummond-Hay, famous English aviatrix, standing beside the curious balloon craft n which Piccard and his engineer, Paul Kipler, hope to climb ten miles up from the earth. The two men will be carried in the aluminum container, shown at the left, which is suspended from the gas bag.

know my name or my hotel—I cornered agricultural conditions are so good. him and he said he noticed that when we spend our energies and money in ered I came across evidence of this in a I came in I was received very cordially such training and leadership as will private letter written over 100 years ago by Joy Morton, of Chicago, who was make Canada attractive enough to hold by Llord Lyndhurst, three times Lord standing at the counter, 'that you two our own people, when our own people Chancellor of England, to his brotherwere apparently very intimate friends are prospreous, our problem will be to in-law at Boston dealing with a visit to and men of Mr. Morton's character have limit immigration. only friends who can be trusted. I would have taken chances on you for available than present commerce and form a Tory ministry. He said several thousand instead of the two or industry and legitimate, necessary pubthree hundred I expect your account lic works can possibly absorb at rea- ada there is a new source of observation will amount to.'

"Joy Morton and his distinguished brother, the late Paul Morton, Secret-As I go about the world I have met a ary of the Navy in Mr. Roosevelt's cabinet, were old Hellmuth boys-sons of influence of that great teacher, Rt. Rev. Sterling Morton, President Cleveland's

Practical Value of Character

ernment sent the late Lloyd Harris to tricks of the foreign money-lenders. arising, perhaps, from the mixture of of the Macdonald Governments' plants Europe to find markets that were ur- Governments signed mortgages guaran- French—and a greater appearance of to promite inter-Empire trade, ever

York a friend of mine who had, a their rake-offs. Then came big profits year or two before that, assumed the for foreign contractors. Today, we presidency of a great international cor- are paying heavy taxes on foreign poration owning banks and steamship money actually forced upon us at exlines, with agencies and trading ar- cessive costs, money that we did not ragements all over the world. He knew need. and was very friendly to Canada. He had spent some weeks here making investigations during the reciprocity campaign of 1911. He wanted to do business with Canada, was doing some, but not anything like what he wanted to do, what he could do. He had real openings for Canadian products in different parts of the world. But again, he could not depend upon the quality and continuous service, which called for on the part of Canadian people character, conscience and high ideals.

Keeping Our Native Born "Returning now to Lord Peel Canada's need for 'Men, Money and

"Is not our chief problem keeping our native born? We don't want the foreign masses but selections made from ing tendency throughout the country he is a merchant. His idea is that Can- an unprecedented degree. for the adoption of a quota law sim-"After two or three other efforts to ilar to the States, England and a num-

sonable rates of interest.

brutally debauched as we were before different institutions and different the war by British and American mon- forms of government upon the improveey-lenders, brokers, promoters, contrac- ment of a country, and upon the chartors and salesmen? Blinded by the acter and manner of its inhabitants. enthusiasm with which we viewed the Among the people of the States, it is sions now extended. immediate future growth of Canada, said, there is more activity and enterour legislators were easy victims to the prise; among those of Canada a greater to London and to the Economic confi "Just after the war, the Borden Gov- blandishments and the gold bricking share of courteousness and civility— ence. Until there is definite knowledge." gently needed for our over-developed teeing the payment of principal and neatness and comfort. Compared, too, thing is surmise. Insofar as Canada commerce and industry. He found interest and encouraged us to build with the States, the latter country ad- concerned the absolute necessity is so plenty of buyers for goods Canada could needless railroads and then more rail- vances but slowly in the settlement of basis of marketing favor for Canada supply and make generous profits roads where the country was already its land and the increase of its popu- wheat and other agricultural produc thereon, but there was a persistent dis- over-served. We borrowed dollars and inclination to buy because too many are paying back dollars with interest, Canadian concerns could not be de- though we seldom got a full dollar. pended upon for either quality or ser- There were times when the real railroad builders were glad to net 60c. by the "Not long after that, I met in New time all the foreign intermediaries got

This Talk of Markets

"But more subtle and dangerous is this talk of markets. Our people at home, in the United States, in Ger- hold the fact remains that political his- tangible results, it may well be of ea many, when they speak of markets have tory was made in Canada within less and lasting benefit to agricultu something quite different in their than two months. minds from what we believe. Every-Cabinet Minister are doing his bidding. Policy" 51 years ago. I am not criticizing them. They are Not only were upwards of 130 items were all of thm hollow. They w ada and other parts of the Empire | The other business of the session was picnic there. During the past few su should send their raw materials in his the voting of \$20,000,000 to be used mers hundreds of motorists have e ships, insure them in his companies, for public works and other purposes to joyed this privilege at the week-en far more delightful leisure companion stranger, he did not at that time even farmers but can't get them as European pay exchange and percentages for provide immediate and emergent relief Unfortunately, the authorities has banking facilities and the numerous for unemployment throughout Canada. found that the old hollow trees ha other rake-offs, even including pos- Under ordinary circumstances the been used as places in which to depo sible damage by rats, that his factories tariff legislation put through would empty bottles and rubbish. In so may turn our raw materials into fin- have kept Parliament in session sev- instances fires have been lighted ins ished products, to be shipped back eral months. In view, however, of the trees, and it was therefore, decid to us or other parts of the world, again character of the session and of Prem- to remove a number of them. Ma with the charges for banking, insur- ier Bennett's determination not to leave of the old oak trees on the same sp ance and transportation. They get us for the economic and constitutional however, still remain. It is one of t coming and going.

Our Own Share of Profits

"As fellow citizens of this great Empire, we can take a pride in the leadership of our financiers at the heart of the Empire, but it should not be regarded as an indication of disloyalty to demand that we too share in the profits on our own raw material, that Canadian labor, management and money be used in turning them into the finished article. We are giving the foreigner our home markets; even down to good apples, which you can grow to perfection in this district, the Pacific States are beating us in our home towns. The same applies to many other products.

"British commerce has been developed and maintained because it has had expert financial leadership, aided by British statesmanship and diplomacy. The United States, in the last thirty or forty years, has made enormous strides industrially, until today it stands at the top of the world for practically the same reason—American industrial leadership working through and in close unity with its national government. The same principles prevail in both, character, conscience, quality and service. What puts these countries on the top can also put Canada; what Canada needs is 'Business Leadership.'

Education and Prosperity

"It seems to me that Canada has the greatest combination of able men and untouched resources of any country in the world, yet basically we are not prosperous and never have been basically prosperous. What are we going to do about it? It is a matter of the right education and inspiration.

"The more I go about the world and the more I learn, the more strongly grows my belief that our future prosperity, a dazzling prosperity, lies within the British Empire, if we hold together, with its four hundred and fifty million persons becoming big buyers of our products as they learn how to use them. The Americans too have come to see that therein lies their own greatest hope. For the first time in history they are having a general election in which anti-British sentiment in some form is not a factor. We can hold together if we in Canada, and especially our schools and colleges, do our part.

Make Empire Hum "Canadians who take post graduate courses in Oxford and Cambridge tell me that winners in debates-diplomats and bankers in embryo-are their heroes. Leadership in agriculture, commerce and industry, if made the objectives in our colleges, would make Canada prosperous; and, combined with safe and sound but not slick British diplomacy and finance, would hold the Empire together, build it up, made it hum with peace, prosperity and hap-

leadership jobs available for Canadian days of debate sufficed to get the m college graduates.

"It is not going to be an easy task. Our European competitors don't want are expected to provide immediate e Empire development. They will do ev- ployment in Canada for between 30, erything to prevent it. They are trying and 50,000 people and the latter fig to break up the Empire today. They is held to be moderate by Conservat are trying to create trouble between Ministers. Mr. Bennett told the Ho ourselves and the United States. The that he proposes at the next session Canadian situation and its future I bring down a complete revision of would finally emphasize, calls for tram- tariff, a task which will be almost ing in good business leadership. I am times as large as that which he p sure that this University under President Fox will play a very important part in preparing young men and women for Canadian and Empire development." Would Retard Canadian Growth

This somewhat staccato talk dealt with the lack of Canadian economic leadership and attributed it to the traditional British policy, still in effect, of keeping her Colonies back, of which found and still find so many evidences Sometime after this address was deliv-Lyndhurst's Uncle Clarke at Montreal. "As to money, there is far more At one time Lyndhurst was called on to consumer would not be taken advanta

"In passing from the States to Canopened to the mind. It affords an op-"Was any nation ever so tricked and portunity of observing the effects of lation. I have thought that it is the Upon that Mr. Bennett is likely policy of our Government, to retard the suspend preferential treatment for B growth of a Colony which, it is probable, tish manufactures in Canada. will shake off the jurisdiction of the While the British government of parent state when it begins to feel its day has ventured no concession to fo own strength and resources."

Our Ottawa Letter

Whatever political viewpoint one may may be void of occular, or immediat On July 28th the Conservative party

where they want our raw material, not was returned to power. On August 7th ANCIENT WINDSOR PARK OAKS our partially manufactured or manu- Mr. Bennett took office as Prime factured products. It is a financier's Minister and by September 22nd Parproblem, and when you are dealing with liament had been convened and prothe British financier or merchant you rogued after putting through the most Park have been cut down during are dealing with the cleverest trader in radical tariff revision since Sir John A. last year. Some of them are stated the world, and the British diplomat and Macdonald brought down his "National have been 1,000 years old. They

looking after their own interests, and affecting Canadian key industries dealt situated near Goat Pen Hill, and we it is very important that we should with; the whole basis of valuation for close to the Windsor and Ascot ma realize this and protect ourselves. The customs purposes was revised along road. British financier is in control. He is lines which, if deemed expedient, permit By permission of the King, motori their classes; in fact, I notice a grow- not an industrialist; he is in commerce, the Government to control imports to are allowed to draw their cars on

conferences of the Empire in London most picturesque parts of the Winds until Parliament was prorogued the op- Great Park, and from the top of Go position accepted Mr. Bennett's prom- Pen Hill there is a fine view of Win ise that adequate opportunity would be sor Castle.

NERVES ALL SHO FRUIT-A-TIVES DID

given next session for discussion of "There will be thousands of great big individual items. Hence less than sure through.

> Such revisions as were made effect sented this year.

In the revision which went throu practically every change was upwar That trend will probably hold throu the general revision, though on a gr many items-where he does not beli goods can be economically manufa tured in Canada—present duties be lowered or removed.

Machinery has been set in motion keep a very careful check both up employment in Canada and upon pri charged consumers for products affe ed by tariff changes just made.

Mr. Bennett's most important nouncement to Parliament was pledge of industries affected that manufacturers promised that increase production would mean not only me work, but would reduce the over-he on goods and permit of reduced sell prices. To this announcement Bennett added his promises that attempted exploitation of the consum would be met by removal of the conc

In the meantime interest has shift

taxes or preferences there is a stead growing feeling that—unless prompt a promising action is taken—the conf ence now under way is likely to sou the defeat of the Macdonald Gover ment within the next few months. The Conservative party in Britain

been embracing gradually the princi of inter-Empire trade through pref ential tariffs and while this conferen Canada.

FELLED LAST YE

Eight old oak trees in Windsor Gr

Our business is to create printing that makes sales. Typography, choice of stock -every element that makes for more attractive mailingpieces and handbills is produced here with the care that spells success. Exact estimates of costs are offered on each job regardless of

