



In the Editor's Confidence

ACCORDING to press despatches, the British Empire Marketing Board, in its propaganda work on behalf of Canadian products, is using as an emblem of this Dominion the buffalo in preference to the beaver. The reason given is that the buffalo proves more effective for "display purposes." As a builder, as a paragon of industry, the beaver is all right, but as what advertising men call an "attention-getter," the bison has him licked.

It may be that the Empire Marketing Board is just a jump or two ahead of a lot of us in realizing that Canada in calling her wares could do with a voice more robust. One cannot travel far in Europe, or in the United States for that matter, without experiencing chagrin over the lack of knowledge concerning this Dominion's geography, not to mention anything else. And it isn't so surprising when you face the fact that Canadians themselves don't know as much about their own land as they should.

For instance, did you ever hear of the Thelon River? A river navigable for a distance of 600 miles from its mouth, and, in its upper reaches, capable of enormous power development—a river with a volume as great or greater than that of the St. Lawrence itself? We mentioned it in *MacLean's* some time ago, since when its existence has been questioned by a number of readers who have failed to find it on their maps or in their children's schoolbooks. But it is there—rising east of Great Slave Lake and flowing into Chesterfield Inlet, Hudson's Bay. What good is it? Well, the same question used to be asked regarding Hudson's Bay. And next year we'll be going to Hudson's Bay in sleeping cars.

I could fill a page or two with questions such as the Thelon one (quite right, Egbert, I do get all this deep learning from contributors' manuscripts), but I've only room for the point, which is, that we need to know more of ourselves in order that others may know us better. In addition to quietly contemplating the habits of the beaver, we've got to lead the buffalo down Main Street.

Incidentally, were I pressed to do so, I might add that the best medium through which to secure the above-mentioned knowledge is *MacLean's*. But perhaps I shouldn't mention it.

FOR some years past Frank Mann Harris has been writing sport stories for the most widely circulated magazines in the United States. In Toronto, he enjoys a large following

of newspaper readers, to whom he is the "Six-Bit Critic." With "The Big Hick," in this issue, he makes his first appearance in *MacLean's*, and we hope to see more of him in future. The other contributors to this issue have been brought before the curtain on previous occasions, and as they all appear to have been living very quietly of late, nothing further need be said.

FOR more than a year Ottawa has been the cockpit of a battle, which for drama, for romance and stakes of millions, for the bitterness and character of its warfare, and for the picturesqueness of the contending personalities, has had no parallel in our time." The sentence is Grattan O'Leary's. It refers to the struggle for electrical power and hydro privileges, and it involves two rival giants—Frank Jones, promoter of Beauharnois, the most gigantic power scheme in the Dominion's history, and Sir Herbert Holt, the Mussolini of Canadian finance.

Who are these men? How have they attained their positions? How did they start? Someone once remarked that if Holt cut himself he would bleed ice-water. Is that fair? Or what manner of man is this who controls or is a powerful factor in 145 companies in Canada? What manner of man is he fighting, this Frank Jones who started his career by shoveling coal into a boiler for a wage of \$5 for six ten-hour days?

For the March 15 issue of *MacLean's*, Grattan O'Leary has written two sketches, one of Holt and one of Jones. They answer these questions, and they present a vivid study of amazing personalities that is more fascinating than the plot of a novel. Correct me if I'm wrong.

Also in the next issue will be a penetrating survey of the amazing potentialities Canada possesses in the mineral wealth of our newly found Arctic Empire, prepared by A. P. Woollacott. H. H. Roxborough, in "Barnyard Golf," will reveal some unexpected facts concerning the ancient art of horse-shoe pitching. Honorable E. C. Drury will continue his study of the St. Lawrence waterways plan; H. F. Gadsby will have another parliamentary letter and there will be another of W. W. Murray's articles on Canadians who won the V. C. On the fiction counter we hope to place another prize story, in addition to tales by Fred Jacob, J. Paul Loomis and Geoffrey Hewelcke.

H. Napier Moore

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CONTENTS

MARCH 1, 1929

VOLUME XLII. Cover painted by Elsie Deane NUMBER FIVE

FOREGROUND (short story).....	Alberta C. Trimble	3
—Illustrated by Dudley Gloyne Summers		
WHO IS BLACKENED? (short story).....	Benge Atlee	6
—Illustrated by Charles L. Wrenn		
LETTERS OF A WOMAN M.P. (article).....	H. F. Gadsby	8
—Illustrated by Lou Skuce		
CANADA'S FIGHTING AIRMEN—		
Four: Bishop Scales the Heights (article).....	Major George A. Drew	9
THE BIG HICK (short story).....	Frank Mann Harris	10
—Illustrated by E. J. Dinsmore		
THE ST. LAWRENCE QUESTION—		
Three: Navigation (article).....	Hon. E. C. Drury	12
SPEED IS THEIR GAME (article).....	H. H. Roxborough	13
A DAY WITH BANNERS (short story).....	William and Beatrice Redpath	14
—Illustrated by W. L. Caffrey		
MIRTH AND MUD: Part Two (article)....	J. W. MacLaren	16
THE SECOND BATTLE OF YPRES (colored plate).....	Richard Jack	17
BRASS, BRAINS AND BACKBONE (article).....	Louis Arthur Cunningham	19
TO LOVE AND TO CHERISH (serial).....	Constance Travers Sweatman	22
Special Departments		
REVIEW OF REVIEWS.....		26
WIT, WISDOM AND WHIMSICALITY.....		28
THE HOME BEAUTIFUL—Keeping Up With Spring.....	Mary Agnes Pease	81
BUSINESS AND INVESTMENTS—		
Latest Security Styles Present New Features.....	A. W. Blue	84
Financial and Insurance Queries.....		86
MAYBE ADAM LAUGHED AT THESE.....		87
IN THE EDITOR'S CONFIDENCE.....		88
Women and Their Work		
CROQUETTES ARE DELICIOUS... Katherine M. Caldwell		75

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