

OF QUEBEC

language rights as the English people, and as 80 per cent. of the total population is composed of French people, the French Canadian does not have to learn English. His language is used in the Federal Government at Ottawa and in the Provincial Government at Quebec, and in the latter, French is the official language to a greater extent than English. His children attend French schools and colleges and as they grow up they obtain positions with French firms. They have their own French newspaper and in fact are just as much a French-speaking nation as they would be if they were in France.

The privileges the French Canadians enjoy under British rule are theirs for all time, because they were part of the terms of the treaty between France and England, when the latter took over the territory that now constitutes the Dominion of Canada.

Instead of losing their individuality, the French Canadians are stronger to-day in the province of Quebec than they have ever been. In 1900, as pointed out in a previous chapter, several counties showed a majority of English speaking citizens, to-day the French are in the majority in every county but two. A few years ago, railroad companies and other public service corporations printed their tickets and literature in English only — if they were English concerns. Today these same railroads and others are required by law to use both French and English.

This shows the uselessness of any advertiser trying to get satisfactory results in Montreal and the province of Quebec without considering the French language. You might just as reasonably expect to advertise to the native Mexican through an American paper printed in Mexico in the English language.

These points fully illustrate conditions in the province of Quebec. The voyageurs from sunny France discovered it and colonized it. They and their descendents lived in it for decades when England came into possession. Some of the French people (a few of them) went back to France but most of them stayed and prospered under the change of rule, safe in possession of all the rights they had under