

is with us a certain crudity because of our youth. The amazement to me is that there should be so little of it. When I go to the United States and read the papers there, I find the same thing. Being an older and larger country, you would expect to find less of that antagonism than in a newer and poorer country, like Canada. And in France there is still less. The amazement is that there should be so little. As far as Germany is concerned, the reptile press, as Bismarck calls it, is well known there, and, consequently, while we have not seen much of that ideal which Mr. Evans tells us about, we have seen enough to make us resolve for better things, and the practical question is: How shall we get into that better condition? I see no other way than this—of our getting filled with a larger life, and that is why I have always been what is called an Imperialist; that is, I have never been able to separate my Canadian citizenship from my British citizenship." (Applause.) "I have never been able to separate the two, even in thought. In fact, to me, the existence of Canada was absolutely bound up with our larger citizenship and larger life, and, therefore, not being able to separate the two, and feeling that they were one, you can understand how I, now getting into the sere and yellow leaf, rejoice at finding that Canadians are one on this fundamental question." (Applause.) "It is a very great question as a man gets home—having dropped, as he moves along the road, some of the fine locks he used to wear, and some of the teeth that used to do such good execution at the table, and having dropped, perhaps, some other good things—to find that he has not dropped or been forced to give up the thoughts and dreams and enthusiasm of youth. And that is my great satisfaction now, and I feel that the more we can rise on to that common platform and consider what are those questions in which the country, as a whole, is interested, and agree that those shall be done, in order that the country shall go ahead, the more we shall attain to that elevated ideal which the writer has brought before us." (Applause.)

The Chairman: "We need to have ourselves directed to the ideals in life more than we do. There is too much in our surroundings that takes us away, and talks like this are highly profitable. I would like to read to you a telegram that we received a short time ago which fits in very nicely, after the Imperialistic reference of Principal Grant. This is a reminder of the development and the breadth of Canada. The telegram is from Vancouver: 'To the president and members of The Canadian Press Association my best wishes for a successful meeting. Sorry I am unable to be with you. British Columbia would hear with glad ears the news that the association had decided to make its annual jaunt to the golden wonderful west.—W. C. Nichol.'

"We propose now to ask Lieut.-Col. MacLean, one of our past presidents, to read a paper to you on 'How Newspapers May Increase Their Revenue.'" (Applause.)

HOW NEWSPAPERS CAN INCREASE THEIR REVENUE.

Lieut.-Col. MacLean: "I do not know, Mr. President and gentlemen, whether that is exactly the correct title. I will change it slightly, by using the title 'Newspapers and the Development of Canadian Resources,' because, if our resources are developed, newspapers will increase their revenue.

"Newspapers are prosperous only when the communities in which they are published are prosperous. Communities prosper when money is being made and spent freely. Money is made steadily by the fullest development of the industries and resources of the locality. The fullest development is brought about by public sentiment and interest. Sentiment and interest can best be created by the newspapers.

"My aim in making this the subject of my address again this year is to direct attention to further general ideas by which Can-

adian resources may be developed and money made and spent freely in this country.

"So far, the attention directed to this subject has produced very satisfactory results. Last year, brief reference was made to tourist travel and summer resort business. Then there was but one association in the Dominion. Now there are about 20, and more are being organized. In all of them interest was awakened by the local newspapers, and in all a leading part is being taken by journalists.

"I might say in passing that this is another evidence of the influence of the press—an influence many of us fail to realize, because we have not patience. We seldom see a direct return from some of our strongest appeals. We forget our own advice to advertisers—and it is sound advice—that it is only by continually talking on a subject that we can get results.

"I am very glad the association adopted the suggestion to invite Prof. Robertson and Mr. Southworth to honor us with practical addresses on the departments which they are doing so much to create an interest in and to develop. It was in considering the dairying question that I saw how great a work newspapers can do in the development of the country. Andrew Pattullo, M.P.P. for Oxford, and one of my predecessors in the presidency of this association, told me some years ago that his paper had then attained the maximum position it could hope to reach, and he asked me if I could see any way in which he could extend. Dairying is one of the important industries of his county. I suggested that he should make his excellent paper, *The Sentinel-Review*, an authority on dairying. I have not been following it lately, but I know that for some years his weekly reviews were telegraphed all over Canada, and were copied in the American and British press, while Mr. Pattullo personally did much to put dairying in its present strong position and was himself elected president of the Dairymen's Association.

"What Mr. Pattullo has done for dairying many of us can do for the industries of our own locality.

"Our forests, directly and indirectly, are by far our greatest source of wealth, and can be made still more valuable. I hope Mr. Southworth's paper will awaken an interest in the importance of the protection and development of our forests, fish and game. The organization of a Dominion Forestry, Fish and Game Commission, with legal power to deal with this whole question on a broad basis, would be of incalculable value to Canada. The best industries to develop are those which pay the greatest profit on the capital expended, which consume our natural products, and which leave the greatest amount of money in the country. The industry, most profitable above all others, is tourist travel and summer resort business.

"Every visitor to our country is a cash customer. He comes with plenty of money in his pocket. It is characteristic of the tourist that he economizes at home that he may spend freely when traveling, in good comfortable living and small purchases. He consumes our food—a more profitable disposition of it than to send it to Europe.

"How many visitors we can get depends largely upon ourselves.

"Each of us should study his locality, learn what advantages it offers to visitors, how these can be developed, how they can be best advertised among the right people.

"Notwithstanding the immense area in Ontario and Quebec, especially, which is now cultivated, and of uncultivated arable land, there are to be found, in the vast region comprised within the borders of these Provinces, great districts, thousands of square miles in extent, of land which is not arable and which is valuable for its timber and the minerals it is believed to contain. Of course, every