

The Commercial

WINNIPEG, MARCH 11, 1888.

ADVERTISING THE COUNTRY.

The board of trade of Macleod, Alberta, instead of publishing a pamphlet as is the usual custom in circulating immigration literature, has had a special edition of the *Macleod Gazette* published under the patronage of the board. This is a sensible move, and probably one that will have more influence than the circulation of the same matter, in equal proportion, in pamphlet form. Pamphlet immigration literature is becoming a drug in the market, and at any rate, immigration pamphlets are frequently looked upon as unreliable and overdrawn. So many pamphlets have been issued of an unreliable nature, that it is no wonder this is the case. A paper published regularly has the appearance of stability and in this sense should be a better medium than the pamphlet. The publication of a good paper shows that the district is progressive and prospering, while a pamphlet may mean anything or nothing. A pamphlet could be written upon a district which is entirely undeveloped and without inhabitants, but a regular local paper is *prima facie* evidence of the condition of the district. There is no better and more certain indicator of the progress and development of a district than a properly conducted local paper. Every paper in the country is an immigration agent, in proportion to its circulation and worth. The work accomplished by all the pamphlets and books ever published about this country, has been infinitesimally small in comparison with the attention drawn to the country by the circulation of the various papers regularly published here, and circulated at home and abroad. It may, therefore, be considered that the Macleod board of trade, in assisting in the preparation and wide circulation of the local paper of the district, has made a more sensible move than if the same amount of money had been spent in a pamphlet. Efforts are being made by a great many municipal organizations, boards of trade, etc., in Manitoba and the Territories to set forth the peculiar advantages of their respective districts, with the object of securing additional settlers. This is right and proper. Where such efforts are being made, we commend the plan adopted by the Macleod board of trade. The plan could be fol-

lowed up in something like the following way: The publication of a very ordinary pamphlet will cost say \$500. Now, instead of publishing a pamphlet, say an arrangement is made with the publisher of the local paper to circulate a certain number of extra copies of his paper each week. The papers could be circulated under the direction of those interested in the immigration movement, and several columns of space could be given each week to matter prepared under the direction of the immigration committee. For \$500 the local publisher would probably publish 500 extra copies of his journal each week for a year, and the circulation of the papers would cost nothing. This would give the circulation during the year of 26,000 extra copies of the paper, at a nominal cost, in comparison with the circulation of an equal number of pamphlets, while the advantage to the district from the circulation of a good local paper would be very much greater than could be derived from the publication of a pamphlet at double the cost. It would not be necessary to circulate a certain number of papers each week during the entire year. The same number of copies could be circulated during six months of the year for that matter, or at other times as might appear suitable, in the discretion of the immigration committee. THE COMMERCIAL is not interested in any schemes of this nature, and has nothing to gain from the adoption of the plan presented. A great deal of immigration literature of one kind and another is being circulated at present, and the suggestions thrown out are merely given to represent what is believed to be a better plan for advertising the country than is the course usually followed in this matter.

In discussing the best mode of advertising the country, another suggestion may not be out of place. This is, that in describing the advantages of one district, care should be taken not to give a bad impression of other sections of the country. It is to be regretted that in some few instances, this undesirable feature has not always been avoided. It is a peculiar fact, that go where you will in Manitoba, you will find the residents declaring that their particular district is the very garden of the province, and the most desirable district in all this broad prairie country. This feature has frequently been impressed upon persons who have travelled through Manitoba and talked with the settlers in different sections of the country. That this is the case speaks volumes for the country as a home for immigrants. Pages of the most gushing immigration literature could not be so impressive as a knowledge of this simple fact. Where all are so

well pleased with their respective districts, it would seem that there is no need of making odious comparisons to the disadvantage of one section, in order to elucidate the advantages of another locality. Comparisons of this nature would be apt to excite feelings of mistrust in the imagination of the intending emigrant, and would be liable to do more harm than good.

THE LAND REGULATIONS.

A deputation of Members of Parliament and Senators from Manitoba and the Territories waited on the Minister of the Interior at Ottawa recently, to discuss certain points, regarding the administration of land matters in the West. Regarding canceled pre-emptions Hon. Mr. Dewdney said that the greatest leniency would be shown to those who had remained upon their homesteads and were worthy of generous treatment. To such ample time would be given to pay for pre-emptions. Regarding the agitation on for the restoration of second homesteading privileges, Mr. Dewdney spoke strongly against the system of allowing settlers who have received patents for their first homesteads to enter for second homesteads. In this respect the Minister of the Interior is certainly in the right. It is a great pity the custom of second homesteading was ever allowed at all. It was one of the worst features of the land regulations of the past, and one which has done uncalculable harm to hundreds of individual settlers and to the country. The privilege of second homesteading was abolished none too soon, and it is to be hoped that under no case will it be re-established. Ruin has been brought upon whole districts in Manitoba through the working of this regulation, and hundreds of farmers who by this time should have been in independent circumstances, are not as well off as they were years ago. A visit to the older settled portions of Manitoba will convince any one of the injury to the country which has resulted from second homesteading. From some of these older settled districts, there was a few years ago a regular exodus of settlers, who had received the patents for their first homesteads, and moved to more recently opened districts to take up second homesteads. These settlers had improved their homesteads by building and breaking up the land, and were getting things comfortable around them, but the desire to possess more land, which they were permitted to take up under the second homestead regulations, took hold of them, and they moved away to newly opened settlements, often far from markets, schools, churches, etc. In most instances the settlers mortgaged their farms before leaving to take up a second homestead. The result has been disastrous to many. The cost of moving to a new settlement and getting buildings and other necessities, would usually amount to a good deal more than the amount realized from the mort-