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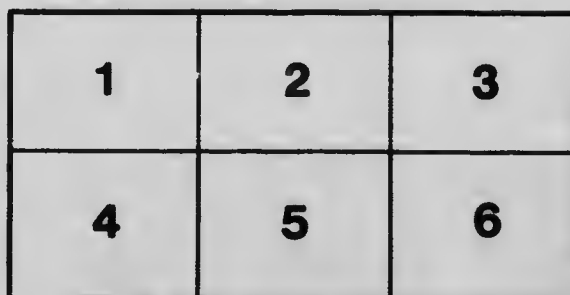
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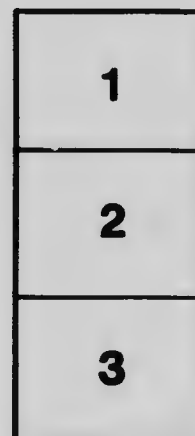
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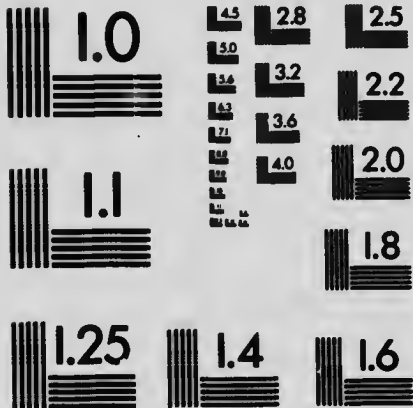
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THE GREATNESS OF QUEBEC

An Address Delivered to
The Montreal Publicity Association

By JOHN BOYD

Author of "The Life and Times
of Sir George Etienne Cartier",
"Fifty Years of Confederation", etc.



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The Life and Times of Sir George Etienne Cartier, Bart"
Bonne Entente edition in commemoration of the fiftieth anniversary of the Canadian Confederation — The Macmillan Co., of Canada Ltd. Toronto, 1917.

Sir Georges Etienne Cartier, Sa Vie et Son Temps — Histoire Politique du Canada de 1814 à 1873 — Librairie Beauchemin, Limitée, Montreal, 1918 — French edition of the Life And Times of Sir George Etienne Cartier.

Canadian Nationalism — An address 1911 — (Out of Print)

The Death of Dollard and other Canadian historical ballads 1911.

The Fathers of Confederation — An address — 1917 — (Out of Print).

Sir Lomer Gouin, K. C. M. G. — An appreciation of the career and character of the Prime Minister of Quebec — The Librairie Beauchemin, Limited — 1918.

The Future of Canada — Canadianism or Imperialism, a study of the relations of Canada to the Mother country and the future status of the Dominion, Montreal, 1918

The Greatness of Quebec — An address, 1918.

IN PREPARATION

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The Province of Quebec.

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FOREWORD.

That the Province of Quebec possesses all the essential elements of greatness—a virile population, a great history, a good government, magnificent natural resources and unrivalled scenic beauties and that all that is needed is that the Province and its advantages shall be made better known to the outside world, especially in the great era of reconstruction, which is now beginning were the chief points impressed by Mr. John Boyd upon many of the leading publicity men of the Dominion at the weekly luncheon of the Montreal Publicity Association held at Freeman's yesterday.—*Montreal Gazette*.

A large audience assembled at the weekly luncheon of the Montreal Publicity Association at Freeman's yesterday to hear an address by Mr. John Boyd on "The Greatness of Quebec". He was frequently applauded as he expatiated on the great history, the magnificent resources and the unrivalled attractions of the Province. Many of the leading publicity men of the Province were present.—*Montreal Herald*.

Mr. John Boyd, the historian and author of the *Life and Times* of Sir George Etienne Cartier, was the guest of honor yesterday at the weekly luncheon of the Montreal Publicity Association. Mr. Boyd spoke eloquently of the part which the Province of Quebec should play in the era of reconstruction, which is now beginning and presented a mass of statistics regarding Quebec's wealth and resources. At the close of the address a vote of thanks was unanimously adopted and it was proposed that Mr. Boyd should be asked to again address the Association on some future occasion.—*Le Canada*.

A very large audience assembled at Freeman's yesterday to hear Mr. John Boyd speak on "The Greatness of Quebec" and the speaker was loudly applauded when he told of the many attractions possessed by the Province of Quebec and the unrivalled opportunities it afforded for the investment of capital.—*La Presse*.

The address which Mr. Boyd made yesterday before the Montreal Publicity Association on "The Greatness of Quebec" merits special mention. Mr. Boyd's subject indeed was of timely interest. The resources of the Province of Quebec are not known by outsiders as they should be and the historian of Cartier and his times presented his views in a convincing manner. We possess vast, in fact illimitable resources and the aid of friendly nations should be asked in their exploitation.—*La Patrie*.

In the course of his address, Mr. Boyd dwelt upon the great history of the Province of Quebec, its magnificent natural resources its vast extent of territory and its scenic attractions—second to none in the world.—*Le Devoir*.





THE GREATNESS OF QUEBEC.

(An Address to the Montreal Publicity Association, by John Boyd).

Mr. Chairman and Gentlemen:—

It is, indeed, not only a very high honor, but a very great privilege to be enabled to address such a large gathering composed of members of the Montreal Publicity Association. It is not flattery on my part, I assure you, Mr. Chairman and Gentlemen, but my most earnest and sincere conviction when I say, that, in my estimation, there could be no more important, no more influential and no more beneficial organization than an association composed of publicity men. As such, you gentlemen are engaged in a great and most vital task—the task of making merit better known and more fully appreciated by the world at large. In the accomplishment of that great work you are not only the advance agents of progress and prosperity but real public benefactors and not only the present but future generations will reap the rich harvest of your patriotic and public spirited efforts.

It is a special pleasure for me to see here to-day so many of my old friends and colleagues in that greatest of all callings—the newspaper profession.

I wish to thank you personally, Mr. Chairman, for your very kind references to myself—far more than I really deserve but coming, as I know they did, from the heart. It is a matter of regret to me, as I am sure it is to all present, that your President is not able to be with us to-day but we all recognize the fact that he is at the present moment engaged with others in rendering a vital service to the city at a most critical juncture. For your worthy President, F. W. Stewart, I have reason to have a particularly warm feeling for—if I may be pardoned a personal allusion—it was his father, the late Mr. James Stewart, one

of the greatest newspaper men that Canada has ever had, who, years ago, initiated me, as a mere lad, into the mysteries of the newspaper business, and in those days he, who was to be your President, and myself often met in the old *Herald* office, when we were much younger than we are now, though, we are neither of us by any means old men yet. It is needless for me to say to you gentlemen, that the son has proved himself a worthy successor to his honored father.

The role which I am expected to fill to day, Mr. Chairman, is rendered all the more difficult by the fact that I am following in the footsteps of many distinguished speakers, who have charmed and instructed you by their eloquence, I recall especially one whom we all had the pleasure of hearing not long ago—my old and esteemed personal friend, Mr. Charles Robillard, whose address—I am sure you will all agree with me when I say—was one of the most inspiring, instructive and entertaining that it has ever been our privilege to hear. Mr. Robillard had the advantage of having an inspiring subject—the great war and the important and glorious part that Canadians played in it and, as you all know, he dealt with that subject in a masterly manner. The subject of my address is a more prosaic one having to do with the arts of peace rather than with the clash of arms but it is a subject that demands the most earnest attention of every one of us, now that that great day to which we all so anxiously looked forward—the glorious day of peace with the complete and overwhelming triumph of the forces of justice and liberty is here. Thank God, Mr. Chairman and Gentlemen, that the unprecedented sacrifices that Canada with the other free nations of the world, has made during more than four years, the heroism of her gallant sons, who by their glorious deeds have written an imperishable chapter of history and the steadfastness and devotion of her people at home have not been in vain, that autocracy has received a blow from which it will never recover, that democracy is completely triumphant and that the real reign of the people is being established throughout the world, even in Ger-

many itself. It is to this great new era that we must now all turn our eyes with the fullest confidence in the future and prepare to play our part worthily in it.

It is because I consider that the subject of the paper which I have prepared is one in which you will be specially interested; one eminently worthy of your attention and one in connection with which you can all, as publicity men, render incalculable service to our great province that I now venture to address you on "The Greatness of Quebec". My object, I may say, is simply, as far as my capacity will permit, to throw out some "thought waves" which conveyed by you gentlemen, as the live wires of publicity, will be scattered broadcast with advantage and profit to our province and country and also, I trust, with profit and advantage to yourselves.

In the first place I shall endeavor to outline some of the things that constitute the greatness of Quebec and then I shall seek to emphasize what, it seems to me, is the most pressing need at the present time. What you gentlemen as business men are chiefly interested in, I take it, are plain facts and figures rather than eloquent rhetoric. In fact this address, containing as it does many facts and figures, should be regarded rather in the nature of a paper than of an entertaining after-dinner speech. Much of what I shall say will, no doubt, be familiar to many of you but will stand repetition in order to bear out what I wish especially to emphasize. Knowing that you are all busy men, that time is precious to you, I shall endeavor to be as succinct as possible.

Your gatherings have been addressed by many speakers who have dealt with subjects of great interest far afield; I intend to speak to you to day of questions nearer home and if as the result of the facts which I shall endeavor to present to you, you shall go from this hall prouder than ever of our great Province, more impressed by its magnificent resources and vast potentialities, with a stronger

conviction of the greatness of your mission and more determined than ever to work for the welfare, the progress and prosperity of Quebec and the Dominion, my object shall have been attained.

Perhaps the facts and figures that will be presented may serve, in some measure, as an antidote to that spirit of pessimism that seems to be infecting many Canadians at the present time. The greatest of the Vanderbilts once remarked that anybody who was a pessimist as regards the future of the United States would go broke, and that dictum is as applicable to Canada as to the United States. Certainly anyone who is a pessimist as regards either the future of the Dominion in general, or of the Province of Quebec in particular, will go broke. Undoubtedly, as the result of the general dislocation caused by the war, there will be many difficulties to overcome, many obstacles to surmount and many serious problems to solve. But with the proper spirit of faith and optimism everything is possible. Pessimism must have no place in our outlook, on the contrary our vision must be guided by a sane optimism. * To those with such a vision the future greatness of the Province of Quebec and of the Dominion is beyond question. As far as concerns the Province of Quebec with which we shall deal particularly to day the elements of greatness, the essentials of future development and prosperity are to be seen on all sides. Let us now consider what those elements are.

* Since the delivery of this address the importance of a sane optimism in our national outlook has been emphasized by M. E. W. Beatty, in a striking address which he made at Thorold, Ont. The utterance of the distinguished President of the Canadian Pacific on that occasion should be an inspiration to all Canadians at the present time. "I have no fear of the future of Canada", said Mr. Beatty. "There is no ground for pessimism in the circumstance that unusual problems have to be met. There is every reason for effort and every ground for sane optimism. Of course there will be readjustments. There was a violent dislocation of everything to meet the emergency of war. To readjust that dislocation and get back to normal as smoothly as possible is our immediate problem. This difficulty gives no excuse for pessimism, but rather to a more sober, serious effort to solve it properly and every phase of it as it develops". It is to be hoped that Mr. Beatty's wise words will be heeded.

QUEBEC AND ITS HISTORY.

The Province of Quebec, as you all know, is the oldest, the largest, the most historic and in its natural riches and resources, one of the richest, if not the richest, of the provinces of the Canadian Confederation. It possesses a population, which for morality, thrift and industry can vie with any on earth. Its low percentage of criminality—the lowest of any of the Canadian provinces and one of the lowest in the world—is in itself an eloquent testimony to the innate virtues of the people of Quebec.

The Province of Quebec, I have said, is the most historic province of Confederation. This is a feature upon which, if time permitted, I would like to dilate as history is a subject which especially appeals to me and one with which I may fairly claim to be conversant. But the limited time at my disposal will preclude anything but a brief reference and besides, you gentlemen. I am sure, are as fully cognizant of and appreciate just as much as I do the greatness of Quebec's history.

The history of Quebec is, in fact, to day the priceless heritage of all Canadians. It was upon the soil of this Province that the foot of the first white man to reach Canada trod. In his first voyage to the new world in 1534 Jacques Cartier landed at Gaspe, then as now one of the most beautiful and picturesque spots in Quebec. The following year where now rise the stately structures of the commercial metropolis of the Dominion—the Queen of all Canadian cities—he made his way through the primeval forest, amidst the wondering glances of the watchful savages, and planted the flag of France—that flag which was to be the ensign of valor in the new world for over two centuries—upon the heights beneath which was to rise in the course of years the greatest city of Canada, and to which the discoverer gave the appropriate name of Mount Royal. With the arrival of the hardy mariner of St. Malo and his adventurous followers began the Homeric age of

Canada, an age rendered forever glorious by the deeds of pioneers, warriors, colonizers, priests, and martyrs.

Some seventy years after the passage of the St. Lawrence by Jacques Cartier the mighty river witnessed another arrival, that was to mark an even more important era in our history. On a beautiful summer day three hundred and ten years ago, had there been any but the solitary savage to mark its passage, a small craft might have been seen making its way slowly up the majestic St. Lawrence. All nature, as the historian has told us was in her loveliest mood for from the banks of the river to the purple mountains beyond, her creations were untouched by the hand of man. To most of those on board the tiny vessel the scene was mysterious and novel, certainly none of them could have conceived that the outcome of their mission would mark an epoch in the world's history. It was the third of July, 1608—the real birthday of the Canadian nation—and yet no traveller greeted this heroic band on its way to glorious achievement; no salvos thundered forth a welcome to the frail barque but as if to check its farther advance loomed the silent sentinel of the St. Lawrence—the majestic rock of Quebec. Enthroned upon the heights through centuries of silence Cape Diamond had beckoned in vain the tardy adventurer to pass the golden portals. Gorgeous in the mantle of the snow, in the verdure of the Spring, in the varying tints of Autumn, the mute appeal had passed unheeded save by the untutored children of the forest. But a change is at hand, the solitude is at last broken by the plash of oars, the grounding of boats and the sound of human voices. Upon the narrow belt which skirts the promontory men of strange garb and tongue are assembled, the pioneers of an advancing host who from this place will push forward through trackless forests and by the margin of unnamed lakes, to the confines of unknown seas, pausing not in their march until they have conquered a glorious heritage for posterity and founded a mighty empire. Such is the picture of the founding of Quebec and its historic significance.

Nine years later, that is to say in 1617 the Parisian apothecary, Louis Hébert, to whose memory there has lately been fittingly unveiled a noble monument in the Ancient Capital, arrived in Quebec and, breaking the virgin soil with his own hands, became the first farmer of Canada, the progenitor of that great class of our population that has done so much for the welfare, the progress, and prosperity of our province and of our country. Thirty five years later—in 1642—what was destined to become the greatest city of Canada and one of the greatest cities of the world—our own fair city—was founded by the illustrious De Maisonneuve. The prophetic words of the saintly Father Vimont in addressing the heroic founders of Ville Marie as they assembled for their first Mass have been veritably fulfilled, the grain of mustard seed which they planted has indeed become a mighty tree the branches of which overshadow the earth. The pioneers of Quebec, it is well to note, were all men of unbounded faith and we may all profit by their example in this respect.

What a galaxy of illustrious names is enshrined in the pages of our early history, the names of valliant warriors, sturdy settlers, intrepid discoverers and heroic priests who cheerfully faced privation, suffering and even martyrdom in the fulfillment of their noble mission. Champlain, De Maisonneuve, Jogues, Brebœuf, Lalement, Dollard, Laval, Talon, Frontenac, La Salle, Marquette, Joliet, St. Vallier, LeMoynes, Repentigny, Iberville, Montcalm, Levis, these are but a few of the names which form shining marks in this imperishable chapter of Canadian history. These men were the pathfinders of our present greatness. Their vision was not confined to Quebec but embraced a continent. The whole of America to day bears witness to their valor and their prowess Listen to what that great English-writer, Sir Conan Doyle, has to say of these French Canadian pioneers and their achievements. "The mark which they have left by their bravery and activity upon this continent is an ineffacable one" he says, "You pass right through the territory of the United States, down the valleys of the Illinois and of the Mississippi and everywhere

you come across French names—Marquette, Joliet, St. Louis, Mobile, New Orleans. How came these here? It was the French Canadian who, when the English colonies were clinging to the edge of the ocean, pushed round from the north into the heart of the land, French Canadians first traversed the great American rivers and sighted the American Rockies. Keep further north and still their footsteps are always marked deep, in the soil before you. Cross the whole vast plain of Central Canada and reach the mountains. What is that called, you ask? That is Mount Miette. And that? That is Tete Jaune. And that Lake? It is Lake Brule. They were more than scouts in front of an army. They were so far ahead that the army will take a century yet before it reaches the outposts. Brave, enduring, light-hearted, romantic, they were and are a fascinating race. Five hundred years hence their blood will be looked upon as the aristocratic blood of Canada and, even as the Englishman is proud of his Norman ancestors, so the most British Canadian will proudly trace back his pedigree to the point where some ancestor married with a Taschereau or a DeLotbiniere". This is a glowing testimony to the pioneers of Quebec but it is one that is richly deserved.

The fates of war, as you know, Gentlemen, decided that, after a period of over two centuries of glorious history, the rule of France in Canada should cease and that the country should pass under the British flag. The inhabitants of Quebec, however, became at the time of the Cession neither aliens nor helots but remained free men with their rights and customs guaranteed to them forever by the solemn pledge of the British Crown. That pledge is as binding to day as the day it was made and it will be forever binding upon all those who believe in the sanctity of treaties and the honor of nations, who believe in fact that treaties are something more than "mere scraps of paper". That doctrine, we may all rejoice, has now been destroyed forever.

More than once in the early days of British rule in Canada, I need hardly tell you, did the people of Quebec

display their loyalty in an unmistakable manner. It was due to them, as you all know, that Canada was saved to the British Crown both in 1775 and 1812 and, as George Etienne Cartier once said, if it had not been for the action of the French Canadians then, there would, in all probability, not exist to day a vestige of British power on the American continent.

Again what a marvel—one of the miracles of history indeed,—is furnished by the growth of the people of Quebec since the time of the Cession. From a mere handful of 60,000 souls they have increased and multiplied until to day they number over two millions in Canada and nearly three millions in the whole of North America,—the most moral, the most law-abiding, the most thrifty, and the most industrious people in the world, a people too all the more interesting because they possess racial characteristics, a history, a language and traditions distinctive to themselves. As a distinguished professor of Vassar and high historical authority, Dr. Jean Charlemagnt Bracq, who is writting an important work on Quebec for the enlightenment of the American public, remarked in a recent address, the French Canadians have retained the best characteristics of their French ancestry and their development is a striking testimony to French faith, tenacity and courage. *

Since the time of the Cession the history of Quebec has been no less memorable than it was under the French regime. Its statesmen, who have been amongst the greatest that Canada has had, played, as you know, a leading part in the struggle for responsible government and it was LaFontaine who in conjunction with Baldwin assured for all time the political liberties of Canadians. Under the union of the two Canadas, a union that existed for a quarter century Quebec or Lower Canada, as it was then known, made a most noteworthy contribution to Canadian progress and achievement and it was due to one of its most illustrious sons and greatest statesmen — George

* Address to Montreal Reform Club, Nov., 30th., 1918.

Etienne Cartier—that the Confederation of the Canadian Provinces, constituting to day the great Dominion was made possible at the time. By the decision of the Fathers of Confederation Quebec became the pivotal province of the Dominion and it has played and must always continue to play a great role in national affairs for as that great Canadian, Lord Shaughnessy, has well observed, the Province of Quebec must always be the bulwark and strongest support of the Canadian Confederation.

The history of Quebec since the time of the Cession is adorned by many distinguished names. In statesmanship we have Papineau, LaFontaine, Morin, Cartier, Dorion, Chauveau, Chapleau, Mercier, Laurier, Gouin and many others, all of them the peers in point of ability and distinction of any public men in America. In the Church which has played such a great part in the life of the people there have been Briand, Plessis, Taschereau, Begin, Bruchesi and other great prelates; in Art and Music—Phillippe Hébert, Albani, Suzor Côté, Henri Julien, and Laliberté to mention only a few, whose work has gained them distinction at home and renown abroad; in Literature—Cremazie, Garneau, Chauveau, De Gaspe, Gerin-Lajoie, Frechette, Casgrain, DeCelles, Routhier, Turcotte, David, Lozeau, Chapman, Nelligan, Lemay, Dionne, Myrand, Beauchemin and a host of others, whose works many of which are comprised in the classic collection of Beauchemin's *Livres Canadiens*, constitute a distinctive literature, that would be a credit to any people.

Nor has the progress and greatness of the Province of Quebec been due to French Canadians alone. Every English speaking son of the Province has an equal right with his French Canadian brother to claim a share in the greatness and glory of Quebec. Our captains of industry, our merchant princes, our great manufacturers, our bankers and railway men, who have done so much to increase the wealth and prosperity of the Province have been to a great extent either English speaking natives or adopted sons of Quebec. The names, for instance, of Simpson, of Galt, of Stephens, of Holton, of Young, of Angus, of Drummond, of Mackay,

of Shaughnessy and of many another are entitled to be enshrined in the history of Quebec as those of men who have served its interests and aided in its development and greatness.

Even from this altogether inadequate outline it will be seen that the Province of Quebec is certainly not lacking in history. And now to the splendor of its past is added the heroic deeds of its gallant sons, both French speaking and English speaking, who have played such a glorious part in the greatest drama of all history and whose achievements will forever be the pride and glory of Canadians. No, it is certainly not in history that Quebec is lacking.

NATURAL RICHES AND RESOURCES.

Nor is it in extent of territory, in scenic beauty nor in natural resources that the Province of Quebec is wanting. How many of us, Mr. Chairman and Gentlemen, really realize the greatness of Quebec in these respects? Take the territorial extent of the Province alone. The area of the Province of Quebec is no less than 703,653 square miles or 462,000,000 acres—18 percent of the area of the whole Dominion. Perhaps this enormous extent of territory can be better comprehended when it is remembered that the Province of Quebec is not only the largest of all the provinces of Canada but that it is about twice as large as Ontario or British Columbia, nearly three times larger than Alberta or Saskatchewan, twenty-five times larger than New Brunswick and thirty-three times larger than Nova Scotia and Prince Edward Island. It constitutes one fifth of the whole area of Canada and is almost one quarter the size of the United States or Australia; it is about three and a half times larger than Germany, France, and Spain and six times larger than Great Britain and Ireland. Some idea of the natural wealth of Quebec may be gleaned from the fact there are in the Province 130,000,000 acres of forest land that is to say, 130,000,000 acres of forest land of timber wealth out of a total of 600,000,000 acres in the whole Dominion. Then there are

its mines and its other natural resources with vast potentialities.

As far as the exploitation of the natural resources of Quebec is concerned but the surface of the Province has as yet been scratched. Its mineral wealth largely remains to be developed and its magnificent water powers will permit of industrial and manufacturing development on a colossal scale when capital has been attracted through a fuller knowledge of the Province's potentialities.

In scenic beauty, in attractiveness for the traveller, the tourist and the motorist the Province of Quebec stands unrivalled. Its beautiful mountains, its fertile valleys, its magnificent rivers, teeming with fish of all descriptions, its forests abounding in game and its innumerable beauty spots which in the words of the poet are "a joy forever" make the Province of Quebec not only the paradise of the sportsman but the Mecca of the traveller. What finer trip, for instance, could be found in all the world than a trip by one of the steamers of the Canada Steamships Lines down the majestic St. Lawrence and up the far-famed Saguenay with their wealth of unsurpassed natural beauty!

Shall I refer *en passant* to the splendid climate that the Province of Quebec shares with the rest of the great Dominion, to the beauty of our Summers, the mellowness of our Autumns, and the snap and vigor of our Winters. Kipling with his "Lady of the Snows" conveyed to many the altogether erroneous impression that Canada is nothing but a land of snow and ice. But we have no reason to apologize even for our winters. As has been aptly said by a great historian tropical suns and orange groves and mountains of silver—though beautiful in themselves are not the nurses of national strength. It is from more vigorous climes such as Canada that have arisen the forces that have conquered the world for civilization.

AN EXAMPLE OF TOLERANCE.

No treatment of the greatness of Quebec would be complete without some reference to the sterling qualities of the great mass of the people of the Province and especially

to that high sense of justice and tolerance which has ever characterized them and which is perhaps best exemplified in the relations of the majority to the minority, in the manner in which the majority has ever acted towards the English speaking minority and which is in such striking contrast to the way in which the French Canadians, where they are in a minority, are too often treated. It is a well known historical fact that at the time of Confederation, some doubt was expressed as to whether the interests of the English minority of Quebec would be safeguarded under the new order. When the question arose that great French Canadian patriot and statesman—George Etienne Cartier—solemnly pledged himself that justice would be done. Cartier's pledge was more than fulfilled for at the first session of the Quebec Legislature the majority granted not only all that the minority asked for but much more. Never has the minority of Quebec had reason to complain of unfair treatment at the hands of the majority and English speaking representatives have never failed to show their appreciation of this fact. On one notable occasion, when aspersions were cast upon the majority of the Province every one of the English speaking members of the Legislature, following the example of the English speaking representative in the Cabinet, Hon. Walter Mitchell, rose in his seat and protested. It was an English-speaking representative, the member for Shefford, Mr. W. S. Bullock, who when the treatment of French Canadian minorities was under discussion, bore eloquent testimony to the fairness with which the minority in Quebec has always been treated by the majority and appealed to those who were hostile to French Canadian minorities to apply the golden rule and to do unto others as they would be done unto. The relations of the two elements in Quebec, in fact, furnishes a striking illustration of the only solution to the settlement of racial differences—what William Henry Moore in his work "The Clash"—a most notable contribution to Canadian literature,—has aptly designated as "harmony in diversity". In this respect the greatness of Quebec, it seems to me, stands preeminent. May the happy relations that prevail between the two races in the

Province of Quebec furnish an object lesson to the rest of the Dominion so that we may attain to the great ideal of the Fathers of Confederation—a united Canada. It is, I may add in this connection, a great pleasure to see here to day one, who as President of the Canadian Unity League, has done much to promote the *bonne entente* between French and English speaking Canadians. I refer, of course, to Mr. Horace J. Gagné, K. C., who is known to you all.

GOOD GOVERNMENT.

As far as the government of the Province of Quebec is concerned—whatever may have been the shortcomings of previous administrations—there can, I believe, be no gain-saying the fact that under the administration of Sir Lomer Gouin, who has been Prime Minister of Quebec for a far longer period than any of his predecessors—over fourteen years—the Province has enjoyed an era of good government, most efficient administration and marked material progress. Now, Gentlemen, remember this, I have no desire to introduce politics into this address, I have no intention whatever of making a special plea for the existing administration. My sole object is simply to deal with facts as they are, to give credit where credit is due without exaggeration or *arrière pensée* of any kind, *Fiat Justitia*. Had the Gouin Government been recreant to the interests of the province, had it been guilty of bad government, extravagance and inefficiency, it would be the duty of every good citizen to criticize and assail it. But the record is all to the contrary. No member of the existing government, I am sure, would lay claim to perfection; no government, any more than any individual, has yet attained to that happy state; in other words the millenium has not yet been reached. But taking the whole record for the past fourteen years it can, I believe, be truthfully said—and I feel assured that you will all agree with me in this—that the Gouin Government has been fully alive to the needs of the province and that it has endeavored to give the people a wise, economical and progressive administration. It has sought to improve the condition of the people,

to foster education, to afford increased facilities for technical instruction, to improve the lot of the farmer — the basic element of all prosperity—to encourage industry and by its magnificent system of improved highways to increase transportation facilities and attract travel to the Province.

Financially, as you all know, the Province of Quebec is in a sounder position than any of the Canadian provinces, as was strikingly demonstrated by the last financial statement of the Provincial Treasurer, Hon. Walter Mitchell, under whose able direction the provincial finances have attained to a higher standing than ever. The fact that the surplus of the Province has increased from \$49,000 in 1904 when the Gouin Government assumed office, to no less than \$2,134,558 for the last fiscal year is, in itself, the best evidence of sound and efficient administration. As a matter of fact since the advent of the Gouin Government there has been a steady improvement in the financial condition of the province, a marked growth of the surplus as the following illuminating figures taken from Mr. Mitchell's last Budget Speech will show:—

**Surplus of Ordinary Revenue over Ordinary and Extraordinary
Expenditure for the Fiscal Years 1904-05 to 1917-18.**

1904-05.	\$ 49,095.12
1905-06.	160,349.33
1906-07.	505,750.33
1907-08.	1,035,696.71
1908-09.	542,307.17
1909-10.	944,189.16
1910-11.	607,844.95
1911-12.	683,428.98
1912-13.	428,752.14
1913-14.	376,008.80
1914-15.	887,410.03
1915-16.	211,294.69
1916-17.	533,440.61
1917-18.	2,134,558.28

Total Surplus. \$9,100,126.37

The net debt of the Province per capita, it may be added, has decreased from \$15.63 in 1901 to \$14.09 at the present time.

These figures conclusively show the splendid position in which the Province of Quebec stands financially and if the Gouin Government was to go out of office to-morrow it would at least have the proud satisfaction of knowing that it left behind it in the financial status of the province a lasting monument to capable and efficient administration. It was with justifiable pride indeed that the Provincial Treasurer in his last Budget Speech referred to the strong financial position of the Province as being "due to the thrift and energy of its people together with sound and careful administration under the able guidance of the Prime-Minister".

Another striking proof of the wealth and financial stability of the Province of Quebec was lately furnished by its magnificent contribution of no less than \$175,433,000 to the \$500,000,000 Victory Loan and you gentlemen are entitled to the warmest congratulations for the great part you played in the achievement of that splendid result.

Not only have the provincial finances been brought to a higher position than ever under the Gouin *regime* but the provincial funds have been judiciously expended. Take, for instance, the important item of education which means so much for a country. It is sometimes claimed by those ignorant of the facts that not enough is done in the Province of Quebec for education. But what does the record really show? When the Gouin Government came into office in 1904 the annual expenditure on education in the Province was only \$480,760. Last year the expenditure for educational purposes was \$2,124,000 and since '04 the Gouin Government has expended in the interests of education throughout the province no less a sum than \$15,299,000. As regards technical education the Montreal Technical Institute, one of the finest institutions of its kind in the world, owes its existence to the wise policy of the Quebec Government in promoting technical instruction amongst the masses. While that institution at the

outset had only a few pupils it has grown from year to year until now it has over 800 pupils, who are being trained to take their places in the industrial life of the country. The *Ecole des Hautes Etudes*, another institution established and subsidized by the Quebec Government, is also doing splendid work in the training of youth. The first purely business course ever created in Canada has been established at this institution and is filling a long felt want. Nor are these two institutions the only ones of the kind that owe their existence to the government. Similar institutions have been established at Quebec, Three Rivers, Shawinigan and Sherbrooke and others are to be created at other centres, so that it will be seen that the Government fully recognizes the importance of meeting the demands for technical instruction which will mean so much to the welfare of the Province in the future. The needs of primary and higher education have also received the fullest attention as the statistics demonstrate. There are to day in the Province of Quebec 7,000 elementary schools, 738 model schools, 49 academies, 14 Normal Schools, 5 Technical Schools, 68 Draft and Confection Schools, 9 Schools of Arts and Trades, 4 Schools for the deaf, dumb and blind and 69 night schools. The great Laval University with its affiliated institutions and 21 other classical colleges throughout the Province are rendering splendid service to the cause of higher education. Surely this is an educational showing of which the Province of Quebec has good reason to be proud.

AGRICULTURE THE BACKBONE.

Let us now briefly consider what has been done to aid that most important element of our population—the farming community and to increase production in the Province—a most vital consideration, you will all admit, at the present time. The *habitant* of Quebec—the king of the soil, the veritable architect of the Province's wealth and prosperity well deserves the high tribute paid to him by Sir Lomer Gouin, when he said:—“*The Habitant has been well described as the King of the Soil, as one who furnishes*

the most striking lessons of work, constancy, economy and morality. He is in fact the true type of the French Canadian, the source of everything that is good in the Province of Quebec. His sterling virtues, his thrift, his loyalty, his patriotism and his morality all constitute national assets of the highest value".

It is scarcely necessary to impress upon you, gentlemen, the fact that agriculture is the very backbone of the Province of Quebec. It is acknowledged by bankers and business men that the Province of Quebec has withstood the economic strain of the great war better than any other Province of the Dominion. While there has been great uncertainty and almost panic in some places there has been a steady stream of prosperity in Quebec and economists nearly all attribute this to the favorable position of this Province in the matter of agriculture.

The satisfactory manner in which the Province has been able to withstand the economic and financial strain of the war is largely attributable to the saving habits of the rural population and to the ever increasing progress of agriculture, which has been developing yearly, thanks to the enterprising spirit of the farmers and to the wise policy of the Provincial Government in aiding the agricultural community. During the past ten years the Gouin Government has spent more than \$5,000,000 in helping the farmer to produce more and, in addition to this large expenditure, enormous sums have been spent on roads throughout the Province, for the purpose of improving transportation. The record shows that during the last seven years no less a sum than \$18,000,000 has been expended by the Gouin Government in the construction of highways, with the result that no less than 2,500 miles of macadam and gravel highways have been built in the Province—equal to all the gravel and macadam roads constructed in all the rest of the Dominion. The beneficial character of this work is shown by the fact that the value of realty along the highways has increased from 35 to 50 percent, the farmer has been vastly benefited by improved transportation facilities and the natural beauty spots of the Province have been opened up to the tourist and motorist. What this will

mean to the future welfare of the Province is not yet fully realized but it must be plain to all of you that good roads must be a prime factor in the Province's prosperity.

What has been done by the Quebec Government to aid the farmer of the Province is of the most vital importance for, as you all know, agriculture is the basis of a nation's prosperity and manufactures and trade cannot progress where farming is on the decline.

The following figures showing the amounts disbursed by the Provincial Government for agriculture during a period of years is both instructive and illuminating:—

1905-06.	\$218,600
1906-07.	218,800
1907-08.	228,210
1908-09.	286,026
1909-10.	317,300
1910-11.	436,653
1911-12.	426,047
1912-13.	575,616
1913-14.	643,028
1914-15.	624,551

In addition the following sums have been paid by the Provincial Government to Agricultural Societies and farmers Clubs:—

	Agricultural Societies.	Farmers Clubs.
1904-05.	\$35,364.00	\$.....
1905-06.	56,391.58	29,278.50
1911-12.	63,804.08	29,510.80
1912-13.	75,643.32	30,151.57
1913-14.	86,847.09	31,339.02
1914-15.	86,816.71	30,606.90

The results of Quebec's policy in developing agriculture is seen on every hand in the figures of production, in the quality and quantity of the crops and stock, in the improvement of the homes of the farmers and in their savings accounts. Quebec's reputation in this respect is not con-

fined to the Province but has extended over the whole Dominion. On two recent occasions the Province of Quebec was awarded almost all the prizes for butter at the Toronto and Ottawa exhibitions and at Toronto the surprise at Quebec's fine showing was so great that an officer of the Ontario Government was charged to make a special study of the dairy inspection and manufacturing methods of the Province of Quebec.

The tendency to day, as you know, is in favor of increased agricultural development and farming which has been the backbone of the Province of Quebec during the war will undoubtedly be the backbone of the Province in the reconstruction period upon which we have now entered. Production in fact is the great need of the times and the Province of Quebec, as favorably situated as it is, in regard to agriculture, must play a great rôle in this respect and as a result increased wealth and prosperity will follow for the Province. The wisdom of what the directing heads of the Province have done to increase the efficiency of the farming community will then be amply justified.

GREAT WATER POWERS.

Now consider what has been done towards conserving the natural riches of the Province. To emphasize one particular feature in this regard. The extent and importance of Quebec's natural riches are by no means adequately realized. How many of even you gentlemen, men of light and leading, whose business it is to be thoroughly posted on most matters can, I wonder, tell offhand, the extent of Quebec's "white coal" resources. "White Coal" some may exclaim. Yes, "White Coal" by which I mean the unrivalled water powers of Quebec, which will constitute the great motive force of the future and bring untold wealth to the Province. Just imagine, Gentlemen, in the Province of Quebec there are no less than six million horse power of water power. Just think of it, just twelve times more power is waiting to be harnessed for industrial development than is being used to day. Up to the present time

only 520,000 horse power have been developed so that no less than five million and a half horse power is available. Few countries on this continent, indeed, are more fortunate than the Province of Quebec in the natural wealth of its rivers.

Is this magnificent waterpower running to waste? By no means, because the Government of the Province following the path of wisdom is harnessing these great water powers and preserving the rights for the people. Instead of private corporations being allowed to do the work and reap the profit the Government of the Province is doing the work to earn dividends for the people—the rightful owners of this splendid heritage. Perhaps it may not be known to you that the Government of Quebec has expended millions of dollars in conserving these magnificent water powers and making them available for industrial development. In fact the extent and importance of what the Government has done in this connection is not generally realized but the future will justify it as one of the most important and beneficial accomplishments of the Gouin Government. For instance the great La Loutre storage dam built by the Government, a few hundred miles north of Three Rivers, at a cost of some two million dollars, has doubled the capacity of the water power on the St. Maurice River and correspondingly added to the capacity of the great industrial plants at Shawinigan, Grand Mere and other important manufacturing centres. A similar policy carried out in connection with the St. Francis River has resulted in the capacity of the water powers on that river being greatly augmented to the profit of the manufacturer, to the benefit of the whole district through which the St. Francis runs and to the advantage of the people of the whole province. Another great water power is being established on Lake Kerogami, another on the Jacques Cartier River and still another on the St. Annes River. These works which will involve a total expenditure of two million dollars will be in the interests of the people of the whole province and of special advantage to manufacturers for the reason that the greater the development

of water powers the cheaper power will be and cheap power, it is almost unnecessary to add, will be of incalculable benefit in connection with the future progress and prosperity of the Province, for, as has been well said, water power, soon or late, spells industry and industry, of course, means wealth.

Just think of the potential wealth in this connection that there is at our own doors. In the Lachine Rapids, it is estimated by experts, that there is no less than 1,000,000 horse power of water power and when we consider that this is at the head of ocean navigation, with railways converging in all directions and with a plentiful supply of labor, it will be seen what this many mean in the way of industrial expansion.

The few facts that I have cited—only a portion of the record—are at least sufficient to show that the governing heads of the Province are fully alive to the needs of the times and determined upon following a progressive policy in the interests of the province. It will in fact be to the lasting credit and honor of the present Prime Minister of the Province, Sir Lomer Gouin and his colleagues, that in the most momentous and critical years of its history they gave the Province a wise, progressive and businesslike administration.

SOME FACTS AND FIGURES.

On the whole, Mr. Chairman and Gentlemen, the people of Quebec have, indeed good reason to be proud of their varied possessions and great achievements in many directions. Statistics, I know, are inclined to be dry but perhaps I may be allowed in this connection to quote a few facts and figures that are rather illuminating.

Quebec's native wealth—let me again emphasize it—is immense—almost in fact beyond one's power of conception or calculation. Quebec has agricultural wealth; riches in mineral and forest products; ability to produce cattle and horses, sheep, swine and poultry; immensity of water power for industrial requirements, and the ability to harness

people to perform with celerity and skill the work of factories.

Think of Quebec's far stretching acres—455,000,000 of them—the most spacious of all Canada's provinces. Of this area only 15,000,000 acres or so—about 3.5 percent—are under cultivation. Yet from this relatively small acreage much wealth is derived as witness these figures comparatively presented:—

	1916	1915	1914
Field Crops. . .	\$102,937,000	\$104,683,000	\$99,279,000
Dairy Products .	22,875,337	17,303,000	16,156,022

DAIRYING IN QUEBEC.

In the Province of Quebec dairying is highly developed. Much land is devoted to pasturage and the growing of fodder crops. The last available figures give a total of 1,984 cheese and butter factories with the cutput for the year:—

	Lbs.	Value
Butter.	34,323,275	\$11,516,148
Cheese.	61,906,750	11,245,108

FOREST PRODUCTS.

Quebec surpasses every other province of the Dominion in the matter of her forest areas. These total—the figures have already been mentioned but will bear repetition—130,000,000 acres or about 30 percent of the Province's total acreage and by comparison with the value of the cut of other provinces Quebec's figures are about one third of the whole. The value of Quebec's forests is reckoned to be:—

White and Red Pine. . . .	\$200,000,000
Spruce and Balsam.	250,000,000
Pulpwood.	100,000,000
Harwood.	25,000,000
Total Value.	\$575,000,000

The capital employed in the forestry industry of Quebec amounts to no less than \$200,000,000 and the total production in 1916 amounted in value to no less than \$172,830,000. The vast expansion of the industry is indicated by the following figures of production:—

1881.	\$ 55,407,543
1901.	80,341,204
1906.	112,494,072
1916.	172,830,000

The importance of Quebec's forests in connection with the Province's future welfare and prosperity can scarcely be overestimated. Let me in this connection quote a striking statement recently made by Mr. Robson Black, Secretary of the Quebec Forestry Association, who after an investigation into Quebec's forestry resources said:—

"If Quebec insists upon retaining and developing its great spruce forests during the next twenty-five years it will hold the trump card in bidding for new industries. New wood-using factories must locate near the source of supplies. They cannot do otherwise and survive competition. The horoscope of Quebec Province, therefore, shows up the standing forests as the great magnet to new population and new wealth. Some other provinces may boast gold, silver and copper mines of spectacular richness but they endure only a brief time and once used up can never be replenished. A few forests of Quebec spruce are to be valued vastly more than silver fields, inasmuch as forests produce immediate wealth and can be so handled as to yield repeated harvests of precious timber for all time to come."

As a producer of pulpwood and of manufactured pulp Quebec stands first amongst the Canadian provinces. In 1916,—the last year for which the figures are available,—27 out of the 49 Canadian companies engaged in the making of pulp were located in the Province of Quebec and the consumption of pulpwood amounted to 686,604 cords or over 50 percent of Canada's total consumption.

The importance of Quebec's export trade in forestry products may be judged from the fact that, according to the Canadian Forestry Journal, the Province of Quebec during 1917 exported to the United States forest products to the value of \$16,000,000 or an increase of \$5,000,000 over 1915. The exports for 1917 included 212,000,000 pounds of newsprint, 360,000 cords of pulpwood, 91,000,000 feet of building lumber, 37,000,000 lathes, 162,000,000 pounds of mechanical pulp and 102,000,000 pounds of chemical pulp. As a matter of fact in 1917 the pulp and paper industry brought more money into Canada than did any other manufacturing industry excepting war materials.

QUEBEC'S MINERAL WEALTH.

The mineral wealth extracted from the earth in the Province of Quebec in 1917 amounted in value to \$16,051,186. The following comparative figures will show how mining has developed in the Province:—

1900.	\$ 2,546,076
1901.	2,997,031
1902.	2,985,463
1903.	2,772,762
1904.	3,023,568
1905.	3,750,300
1906.	5,019,932
1907.	5,391,368
1908.	5,458,998
1909.	5,552,062
1910.	7,323,281
1911.	8,679,786
1912.	11,187,110
1913.	13,119,811
1914.	11,732,783
1915.	11,465,87 ²
1916.	13,287,024
1917.	16,051,188

For one highly useful and valuable mineral—asbestos—the Province of Quebec is the main source of the world's

supply. During 1917 the value of the output of Quebec's asbestos mines was \$6,000,000 or an output for each working day of \$20,000.

FISHERIES.

The fisheries of the Province of Quebec are extensive and immensely rich and the government by means of hatcheries and strict regulations is doing its utmost to safeguard and develop this important source of wealth.

QUEBEC'S WATERPOWERS.

Reference has already been made to the extent and importance of the Province's water powers. According to the last available figures the estimated power developed from water is 6,000,000 horse power but so far only 520,000 horse power has been utilized, leaving over 5,000,000 horse power still available for industrial development.

QUEBEC'S RAILWAYS.

There are 4,383 miles of railroad in the Province of Quebec or 2.55 mile per 1,000 of population and 12.3 miles to every 1,000 square miles of territory. The total mileage—4,383 miles—compares with only 575 miles at the time the Province was established indicating the great development in railway traffic since 1867.

It is hardly necessary to emphasize before such a gathering as this the important part that the great railways have played and are playing in the development of the province. The Canadian Pacific, especially under the distinguished direction of Lord Shaughnessy, who has found a worthy, able and energetic successor as President in Mr. E. W. Beatty and the Grand Trunk under the management of such men as Mr. Hayes, Mr. Chamberlin, and its present head Mr. Howard Kelly have rendered incalculable service to the welfare and prosperity of the Province.

QUEBEC'S MANUFACTURES.

According to the Census report of 1916 there were 7,158 manufacturing plants in the Province of Quebec; the capital invested in these plants was no less than \$548,572,525, the number of employees was 148,329 and their wages and salaries amounted to \$80,217,258. The total value of the output was no less than \$387,900,385. The marked industrial expansion of Quebec within the past few years may be judged from the following figures:—

	No. of Plants.	Employees.	Capital.
1900.	2,310	102,860	\$142,403,407
1916.	7,158	148,329	548,572,525

The increase in the capital invested in these manufacturing plants of the Province is equivalent to no less than 285 percent.

QUEBEC'S COMMERCE.

The Province of Quebec has developed a considerable trade outside of the Province which explains a very heavy import and export trade. The imports in 1870 were \$32,833,000 and exports \$37,807,000 while in 1916 imports had increased to no less than \$180,366,089 and exports to no less than \$279,039,923.

The vast expansion in Quebec's trade is shown by the following comparative figures:—

	Imports.	Exports.
1870.	\$ 32,883,916	\$ 37,807,463
1875.	51,961,282	39,745,729
1880.	43,554,132	41,447,209
1885.	46,733,038	39,604,451
1890.	53,003,639	44,348,693
1895.	48,462,282	50,601,504
1900.	79,508,622	76,791,663
1905.	94,029,761	92,437,049
1910.	128,737,565	126,378,646
1915.	168,965,016	181,982,754
1916.	180,366,089	279,039,923

SOME MISCONCEPTIONS.

From the facts and figures I have given it will be evident, Mr. Chairman and Gentlemen, that the Province of Quebec possesses in a marked degree all the essential elements of greatness—a great history, a virile population, a good government, great natural riches, vast resources, a splendid climate and unrivalled scenic beauty. Why is it that a Province so splendidly favored is not known and appreciated as it should be by outsiders, that there should be so many misconceptions in regard to Quebec? For, as you all must know, the Province and its people are not always pictured in the most favorable light. As a matter of fact some of the impressions of Quebec entertained outside of the Province are nothing short of ludicrous. I shall refer briefly to but one of these as it is one of the most glaring—that is the idea so prevalent in some quarters that the people of Quebec do not speak pure French but a kind of dialect or *patois*. A great many people outside of the Province, unfortunately, judge the great majority of the people of Quebec, as regards their language, from the poems of Drummond, who such is the irony of things has become very widely known throughout the whole of America as the “habitant poet”. Now, Mr. Chairman and Gentlemen, let me be well understood. I have no desire to disparage Drummond nor his work. He was a personal friend of mine; he was a true poet and a splendid man, and I know that in his heart he was a lover and admirer of the sterling people of Quebec. But he involuntarily did them a great injustice and his so called “habitant poems” have been the means of creating a very widespread misconception. The language which Drummond put into the mouths of his French Canadian characters may, indeed, resemble somewhat the language used by French Canadians of the countryside who possess only a smattering of English when they try to make themselves understood by English speaking individuals who neither understand nor speak French. But unfortunately, most people outside of the Province of Quebec who read Drum-

mond's poems believe that this is the language ordinarily used by French Canadians in their intercourse with each other and hence has arisen the legend throughout the United States and the rest of the Dominion that the language of the French Canadians is a dialect or *patois*. Nothing of course could be more absurd and untruthful. As a matter of fact it is in France that dialect exists and not in the Province of Quebec for, as that distinguished French Canadian historian, A. D. Decelles has well and truly observed "there is no *patois* in the Province of Quebec while as many as *ninety* dialects exist in France"—a very remarkable as well as interesting fact. Distinguished visitors from France, leading literary men and famous orators, whose declarations are authoritative, have borne testimony to the purity of the French spoken by the mass of the people of Quebec and French-Canadian speakers such as Laurier, Gouin, Lemieux, Turgeon and Montpetit—to mention only a few of the most conspicuous—would be listened to with pleasure by the most distinguished and critical audience of France. The works of such French-Canadian writers as Frechette and Chapman have been crowned by the French Academy and the foremost literary institution of the world would certainly not confer such an honor unless the works were written in the purest French. It is therefore small wonder that French-Canadians strongly resent the idea, so widely prevalent, that the language they use is a *patois* and it is indeed time that this legend should be exploded, I was pleased to see that one of the leading members of your Association, Mr. Holmes, had taken this matter up and publicly protested against the gross injustice done the people of Quebec in this regard. But, as you all know this is only one of the prevailing misconceptions in regard to Quebec and its people. There are many others but it would be invidious for me to dwell upon them here.

QUEBEC AND THE WAR.

As to Quebec's part in the great war when the full history of it is written it will be recognized how splendidly

the sons of Quebec—both French speaking and English speaking—acquitted themselves in that momentous conflict. The casualty lists—the long record of killed, wounded and missing—alone bore eloquent testimony to the great part played by Quebec men in the conflict. The story of the famous 22nd Battalion, composed exclusively of French Canadians, will forever form an imperishable chapter of the war's history and the historic names of St. Julien and Courcellette will always recall French Canadian valor and heroism. Thousands and thousands of the noblest and bravest of the sons of Quebec, including the son of the Prime Minister of the Province, fought in the ranks of the Allies for the triumph of the sacred cause of justice and liberty and many of them, as you know, made the supreme sacrifice. Whatever may have been said to the contrary the heart of Quebec ever beat true to duty's call. Never did the Prime Minister, Sir Lomer Gouin, miss an opportunity of championing the Allied cause to which the great mass of the people of the Province rallied. The deeds of Quebec men on the battlefield were worthy of themselves and of the great Province to which they belonged. Instances of their heroism and valor are innumerable. There is no nobler nor more pathetic incident in the history of the war than the story of the death of Lieut. "Roddy" Lemieux, son of Hon. Rodolphe Lemieux, who is known and esteemed by all of you. It is a story that is worth retelling here because it is so typical of the real soul of Quebec. When the gallant young Canadian officer, who had been mortally wounded when leading his men to the attack, lay dying he turned to his nurse and said "Give mother my love and tell her I have done a man's part". And just before he breathed his last, handing the chaplain, Abbé Desjardins', his crucifix to be sent home, he remarked. "Tell them that I have done my duty". "Tell them I have played a man's part". "Tell them that I have done my duty"—these dying words of young Lemieux breathe the true spirit of Quebec, the spirit that has ever animated every son of the Province in the face of danger, suffering and death,—the spirit of fearlessness, heroism, faith and

unshaken devotion to duty. It is that immortal spirit far more than mere material progress and prosperity — important though those are — that make a people and a country great.

WHAT IS NEEDED.

Why, I again ask, is it that a Province so greatly favored as the Province of Quebec is, should not be better understood, known and appreciated? Is the fault, Gentlemen, not largely our own? Have we, as Quebeckers, not been altogether too modest as to our possessions and achievements? Have we made them known as they should be made known? It is sometimes, as you know, charged against our good neighbors to the south that they boast too much of what they have done and of what they possess. But is that spirit of national pride not really one of the secrets of the marvellous success of the United States? That brings me to the point that I wish to especially emphasize. Is not what we need most to day, Gentlemen,— *Publicity, Publicity and still more Publicity*. Of course I do not need to tell you gentlemen that publicity has become the keynote of modern life and of modern methods. If one has anything that possesses merit it is now considered, not only perfectly legitimate, but in fact absolutely imperative that he should make its merits known, in other words that he should advertise it.

The Province of Quebec possesses vast natural resources but the world at large must be made aware of them. Quebec has magnificent natural scenery, the equal, if not the superior of any country in the world but the tourist and the traveller must be told of it. Quebec offers unrivalled opportunities for the investment of capital, for the establishment of new industries and the exploitation of its natural riches but the attention of capitalists and men of enterprise must be drawn to these great opportunities. Can it be doubted that if the vast natural riches of the Province of Quebec were more widely known, if more publicity were given to what the province possesses, a vast amount of new capital would be attracted to the

province, that thousands and thousands of visitors—people who would leave a large amount of money in the province and advertise it abroad in a way that it could never be advertised otherwise—would be annually attracted to the province by a knowledge of its unsurpassed natural beauties, that development in many directions would be augmented and that there would result for the province an era of unprecedented progress and prosperity? Even our winter months might be made the means of attracting an immense influx of visitors, if the proper steps were taken, for with our unexcelled winter climate we would outrival Switzerland in those winter sports and attractions which have made the name of that little country renowned throughout the world.

It may be thought that what is stated in this address is a “boost” for the Province of Quebec. That is just what it is, Gentlemen, a “boost” to use that very expressive word—for the Province of Quebec. But unlike some boosts this is a boost that is justified by undoubted and irrefutable facts some of which I have endeavored to lay before you. To make use of an ordinary business expression the Province of Quebec has the “goods” and you and I and every one who is interested, as we all are, in the welfare, progress and prosperity of the Province, has a perfect and legitimate right—in fact it is our bounden duty—to “boost” it because we can “deliver the goods”. There can, of course, be no honest, no legitimate publicity that is not founded on that basis and it is such publicity alone that can expect countenance and encouragement. In a rather interesting book on the Art of Advertising which I lately picked up I read this statement which particularly impressed itself upon me:—“To be a successful publicity man one must have something of merit to present to the public, one must be thoroughly posted in regard to its merits and one must push it only by honest and legitimate methods”. That, it seems to me, is a very excellent creed and it is one, I am sure, to which you all heartily subscribe.

A GREAT FUTURE FOR QUEBEC.

The past of the Province of Quebec, Gentlemen, has indeed been a great one but its future will be far greater if we are only alive to our opportunities. Often have I a vision of my native province when I think of what it shall be when it has come fully into its own. I see it with its magnificent natural resources fully developed, its great water powers harnessed and made the instrument of a colossal industrial expansion, capital attracted in an ever increasing stream by its immense opportunities for profitable investment, mighty manufacturing establishments scattered all over the province and giving employment to hundreds of thousands of the hardy sons of Quebec, its great forests and mines the scene of thriving enterprise, its fertile fields rich with produce, its magnificent natural scenery attracting every year countless thousands, its people, French speaking and English speaking, vying with each other to make their province greater, wealthier and more prosperous and upon the soil of an unprecedented material prosperity springing up in ever greater abundance the higher life of religion, art and literature. Such a future can only be realized by the greatness of Quebec becoming more widely known and appreciated.

Much of course has been done in the past and more, I am convinced, will be done in the future by the authorities in this regard as it will, of course, be part of a wise and progressive policy to make the resources of Quebec as widely known as possible. The Prime Minister of the Province and every one of his colleagues, I am sure, fully realize the importance of having the advantages that Quebec offers given the widest possible publicity. But is there not, Gentlemen, a duty also devolving upon every one of us in this connection—certainly upon every son of Quebec? Should not every one of us, whose privilege it is to be a native son of the Province, take an especial pride in that fact for there could be no greater distinction, it seems to me, than to be a native son of this great and historic province. Is it not therefore the bounden duty of

every one of us to constitute himself, as it were, a publicity agent for the Province of Quebec, to avail himself of every possible opportunity to make the greatness of the Province, its marvellous resources and its unsurpassed opportunities known, to seek to remove false impressions and to promote in every possible way the welfare, progress and prosperity of Quebec?

THE TASK OF THE NEW ERA.

We have now, Mr. Chairman and Gentlemen, entered upon a new era, an era that will be greater than any that has gone before. We can never return to the old times nor the old methods. In the great era of reconstruction which has begun, following the war, more and more, I am convinced, will publicity become the dominant factor. From the terrible struggle of the past four years Democracy, we all rejoice to know, has emerged completely triumphant. But Democracy, if it is to justify itself, must be something more than a name. It must stand or fall by its achievements. It must bring to the world at large a well-ordered life, better social conditions, improved political institutions, wiser legislation, a wider brotherhood of man, a fuller recognition of the just claims of labor, a fairer share for the people of the good things of life, in short it must mean, in reality as well as in theory; "the greatest happiness for the greatest number". If Democracy does not accomplish all of these things, no matter how high-sounding its pretensions may be, it will fail just as autocracy has failed. For the accomplishment of these great reforms Democracy will have need of the light. Autocracy thrives in darkness but Democracy can live only in the full glare of publicity. You Gentlemen, therefore, as well as all publicity men, will be called upon to play a great role in the new era. You will be the apostles and the press the evangel of triumphant Democracy.

Is not now the time, Gentlemen, in which the ground should be prepared for the harvest of commercial and industrial prosperity which we have a right to expect?

The Province of Quebec certainly should not be behind in this respect. In reading the last Budget Speech of the Provincial Treasurer I was particularly struck by what Mr. Mitchell had to say in regard to the future and I am going to quote to you this striking passage of his speech because I believe that the wise words which Mr. Mitchell uttered at that time should find an echo in the heart of every one of us and inspire us all to greater effort:—

“There is one important subject to which I would like to call attention, “said Mr. Mitchell” and that “is the extension of our trade after the war. We “should organize our resources in order to be able to “meet any and all trade competition that may then “exist. There is no doubt that there will be a strong “competition for all classes of trade and we, in the “Province of Quebec, should be fully prepared to hold “our own against all competitors. It must be re- “membered that manufactured goods heretofore made “in European countries have been recently manu- “factured in the Republic to the South of us by those “who have been able to furnish the goods notwith- “standing tariff conditions, but that as soon as peace “is declared the manufacturers of the United States “in order to compete with European manufacturers “will be compelled to establish themselves in Canada “or lose the Canadian market, and it seems to me to “be very important that everything should be done “to get our fair share of such business here in the “Province of Quebec where the harnessing of the “great water powers by men of enterprise, the build- “ing of storage dams for the increasing of energy “produced by such water powers under the able guid- “ance of the Honorable the Minister of Lands and “Forests, is lessening our dependence upon the coal “fields by the development of our own “white coal”. “Increasing difficulties of securing an adequate sup- “ply of fuel should prompt Canadian enterprise and “industry to advertise the advantage of establishing “manufactures and industries here where the condi-

"tions are so favorable. The desirability of the
"extension of trade in all directions during the period
"of post-bellum reconstruction should be ever before
"us. We have unbounded resources in our Province,
"we have a strong, virile, energetic people, and if we
"all work together in unity, striving to keep our
"Province in its place amongst the provinces of Con-
"federation, our prosperity as well as that of our
"broad Dominion will be assured."*

IMPORTANCE OF PUBLICITY.

Mr. Mitchell's words were words of wisdom and developments that are now taking place are proof of his foresight. The task which he so well outlined is a great and vital one and one that will tax all our energies, all our efforts and all our resources. Now is the time to be up and doing. And in that task publicity must be the watchword of the hour; it must be inscribed upon the banners of a triumphant democracy as it marches from victory to victory in the future. The sun must be let into every dark corner throughout the world; darkness must be overcome and merit must emerge into the full light of day. Publicity alone can accomplish this. I read somewhere lately, in an article on the economic conflict that would follow the war, that the winner in the struggle for the world's markets and future economic supremacy would be the country that would cultivate publicity the most. Germany, as you all know, long before the war had a most extensive, though devilish, publicity propaganda and we may be certain that it will have an equally extensive and insidious one in the future. That is a work which the British Empire, the United States, France, Italy, in fact all of the Allied nations, will have to combat if they wish for success in the economic battles of the future. That this is recognized is

* Mr. Mitchell also dealt with the resources and advantages of the Province of Quebec in a very interesting and illuminating address which he delivered at the banquet of Canadian Manufacturers Association and which was published in *Industrial Canada*.

shown by the fact that the Governments of many of these nations have already established Ministries of Information—information being simply another name for Publicity—as regular departments of government,—something that would have been regarded before the war as utterly preposterous. This clearly shows that the leading nations are fully alive to the great importance of publicity.

In emphasizing the importance of publicity as regards our own province I would not have it thought for a moment that nothing had been done in this respect. The Provincial authorities, as I have already said, are fully alive to the importance of making the resources of the Province known and their efforts have been ably seconded by organizations and individuals. You gentlemen, both individually and collectively as an Association, which wields great influence, have rendered marked service in this connection and you can render as I am sure you will even greater service in the future, I might also mention what has been done by another important organization—the Automobile Club of Canada. That influential body which, of course is mainly concerned with the tourist end has distributed thousands of copies of a finely illustrated and most illuminating booklet explaining the attractions and advantages that the Province of Quebec possesses, and the response, I am informed, has been most gratifying. Very few people fully realize what this tourist traffic actually means. Within half a day to two days distance of Montreal there are—and this may be a revelation to many—over 800,000 automobile owners. Giving four people to each car there is therefore a possibility of attracting no less than 3,200,000 tourists to the Province of Quebec. As a matter of fact at the present time we get less than 10,000 cars or 40,000 people—a comparatively insignificant proportion of the tourist traffic. If we were to get only five percent of the total—and surely that is a very small percentage—we would have 40,000 cars or 1,500,000 people, and you will readily see what such an influx of visitors would mean for the Province. These figures, for which I am indebted to Mr. George A. McNamee, the energetic

Secretary of the Automobile Club of Canada, indicate the great possibilities there are in a campaign of publicity for the tourist traffic alone. A very large number, in fact most of these tourists, are people of means and once they saw the great natural riches and attractions of Quebec and the many opportunities that the Province has to offer they would undoubtedly be induced to make permanent investments in Quebec in addition to the very large amounts which they would leave, whilst touring the province. Reference has already been made to the splendid system of highways that the Province of Quebec possesses and in this respect at least tourists have no ground of complaint. What would undoubtedly prove a great additional advantage and furnish a strong drawing card would be the establishment of an interprovincial highway between the two great provinces of Ontario and Quebec. Such communication between the two provinces would lead to a more frequent intercourse and as a result to a much closer and more friendly feeling between the people of Ontario and Quebec—a consummation—I need hardly add—devoutly to be wished. Another improvement to which I can but just refer is the necessity that exists for greater and more up-to-date hotel accommodation in some parts of the Province. Tourists and motorists are as naturally repelled by poor accommodation as they are attracted and pleased by good accommodation and it is therefore of the utmost importance, both in the interests of the Province and of the hotel people themselves, that accommodation should be of the best. This does not mean to say that there should be a Ritz-Carleton in every town, village and hamlet of the Province but that there should at least be a clean, comfortable hostelry where the motorist would be always sure of securing a comfortable bed and a good meal. There are some such hotels in the Province but there is room for more if the tourist traffic is to be attracted as it should be.

USE OF FRENCH LANGUAGE.

What I have said in this address, Mr. Chairman and Gentlemen, has referred exclusively to the importance and necessity of making the Province of Quebec better known to the outside world, a work that of course must be done principally through the medium of the English language, I have not touched upon the best methods of English speaking people, and more particularly English Canadian business concerns, reaching the masses of the Province of Quebec. As far as that is concerned the importance of approaching the people of Quebec in their own language cannot be too strongly emphasized and it is gratifying to know that English Canadian business concerns are more and more realizing the importance of making their goods known through the advertising columns of the French Canadian newspapers and periodicals. For instance the large amount of English advertising, that is to say advertising from English Canadian and American firms, appearing in such a publication as Beauchemin's Almanach du Peuple which with its circulation of nearly 100,000 copies goes into practically every home in the Province of Quebec and thus furnishes an unrivalled advertising medium, shows that leading English Canadian and American business concerns are fully alive to the necessity of appealing to the people of Quebec in French. The more they do so the better and more profitable it will be for themselves. In this connection I was greatly interested in reading in a recent number of that very interesting publication "Publicity" which in itself furnishes a practical illustration of the utility of bilingualism the following:—

"It is evident that wide-awake advertisers are beginning to realize that in the Province of Quebec they cannot develop their business to its fullest possibilities unless they appeal to the French population with advertising matter that is especially prepared for it. We could cite the cases of half a dozen millionaire concerns that have made all their money through their advertising to the French population

“of Canada and the United States but the advertising was specially prepared to sell goods to French-Canadians; it was not advertising written to suit the Anglo-Saxon mentality and then translated.”

This is a very convincing and a very gratifying proof that English-Canadian business houses are adopting the proper methods to reach the people of Quebec.

RACIAL CONCORD ESSENTIAL.

There is another point that I wish in conclusion to specially emphasize. The task before us, as I have said, is one that will demand all our undivided efforts and energies. Have we not in the past, Mr. Chairman and Gentlemen, wasted enough, in fact altogether too much precious time in disputes over minor differences? Is it not time that English speaking and French speaking Canadians should have learned to live and to let live, that forgetting the differences which tend to divide them they should unite on the great essentials which must ever bind them together? As one of the greatest of Canadians; one of the leading founders of our Dominion—George Etienne Cartier—well and truly said: “we are of different races not to quarrel but to work together for the common welfare.” In other words FRENCH CANADIANS AND ENGLISH SPEAKING CANADIANS MUST NOT BE ENEMIES BUT FRIENDS, NOT ANTAGONISTS BUT ALLIES, ALL WORKING TOGETHER IN PEACE AND HARMONY FOR THE UPBUILDING AND AGGRANDIZEMENT OF A GREAT CANADIAN NATION.

We have, Mr. Chairman and Gentlemen, a great city; we have a great Province; we have a great country and in the memorable words uttered by Sir Lomer Gouin in his noble defence of Confederation we must all work ceaselessly and without faltering for the development and welfare, not only of our Province, but of the Canadian Confederation. We can only do so in peace and harmony as fellow countrymen, as fellow-Canadians. The history of

our past furnishes the lesson that should inspire us in the future. In the old and historic city of Quebec—the Ancient Capital of Canada—there stands a stately monument erected and dedicated to the memories of those two immortal heroes—Wolfe and Montcalm. Upon that monument there is engraved the striking inscription—“**MORTEM VIRTUS COMMUNEM, FAMAM HISTORIA, MONUMENTUM POSTERITAS DEDIT**”. (Valor Gave them a Common Death, History a Common Fame and Posterity a Common Monument). From this may we not all take inspiration, that French Canadians and English speaking Canadians by their united efforts and their joint achievements shall receive from history a common fame and from posterity a common monument, not only for their valor so greatly in evidence in recent times but also for their patriotism, their union and their devotion to their common country.

The following striking extract is from an editorial which appeared in the Montreal Gazette in its issue of February 15th. 1919:—

“Quebec with the most conservatively minded people in Canada, industrious and enterprising, has been going ahead in the matter of trade and population, manufactures and agriculture. It is relatively free from socialistic agitation and the socialist dependence on the Government for help for every new enterprise or public activity. When in other provinces legislatures thought they had to pass moratorium acts, in Quebec no such action was taken, and people made their preparations to pay their debts when due. Men of affairs appreciate what such conditions mean, and the province benefits. This is all well for Quebec and well for Canada. It suggests that the people of the province need not worry themselves over much about the ongoings of uninformed critics. They have the solid gains.”



