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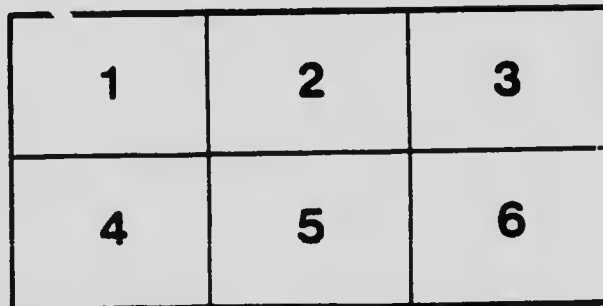
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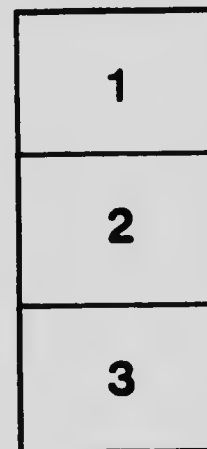
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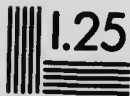
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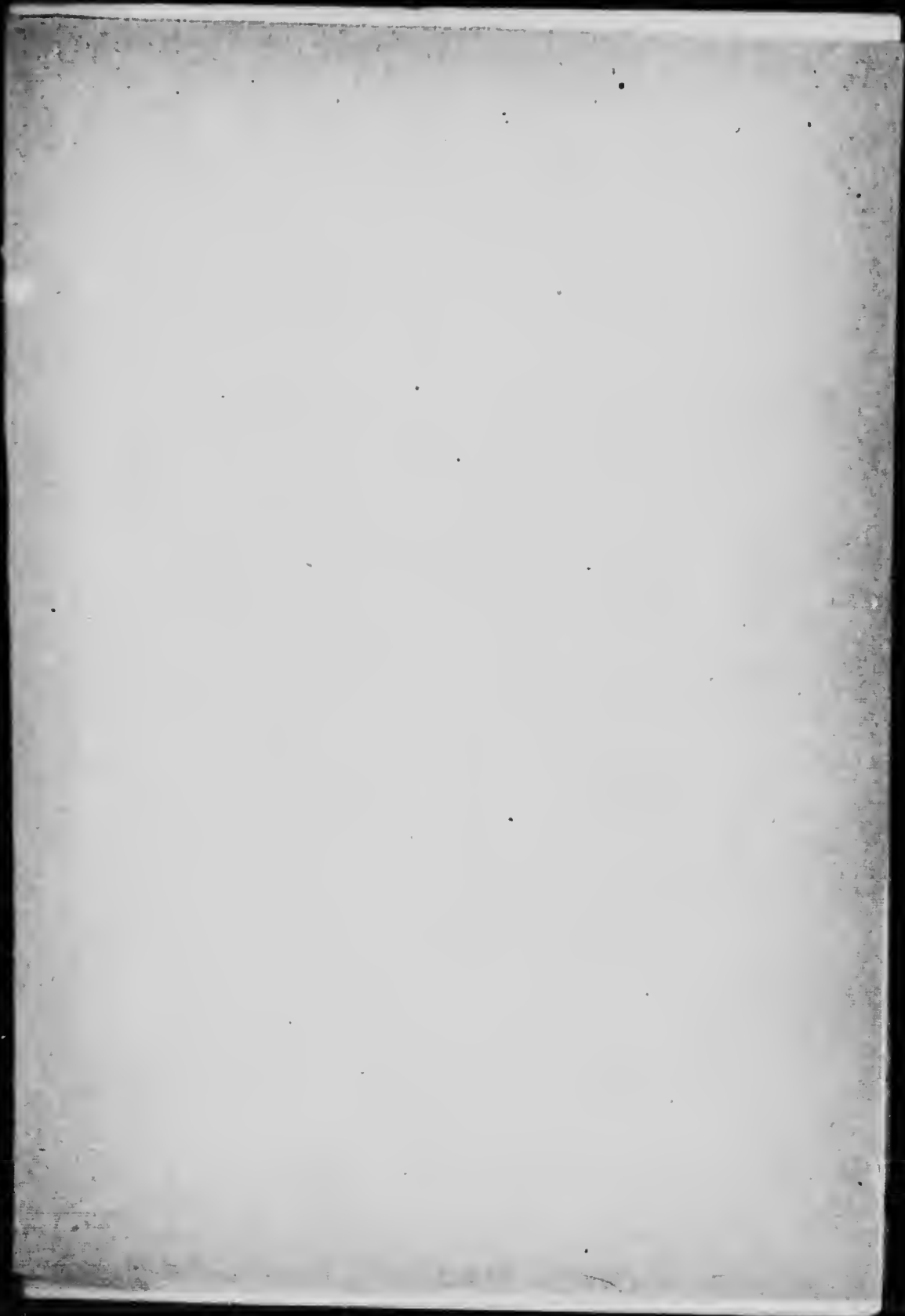
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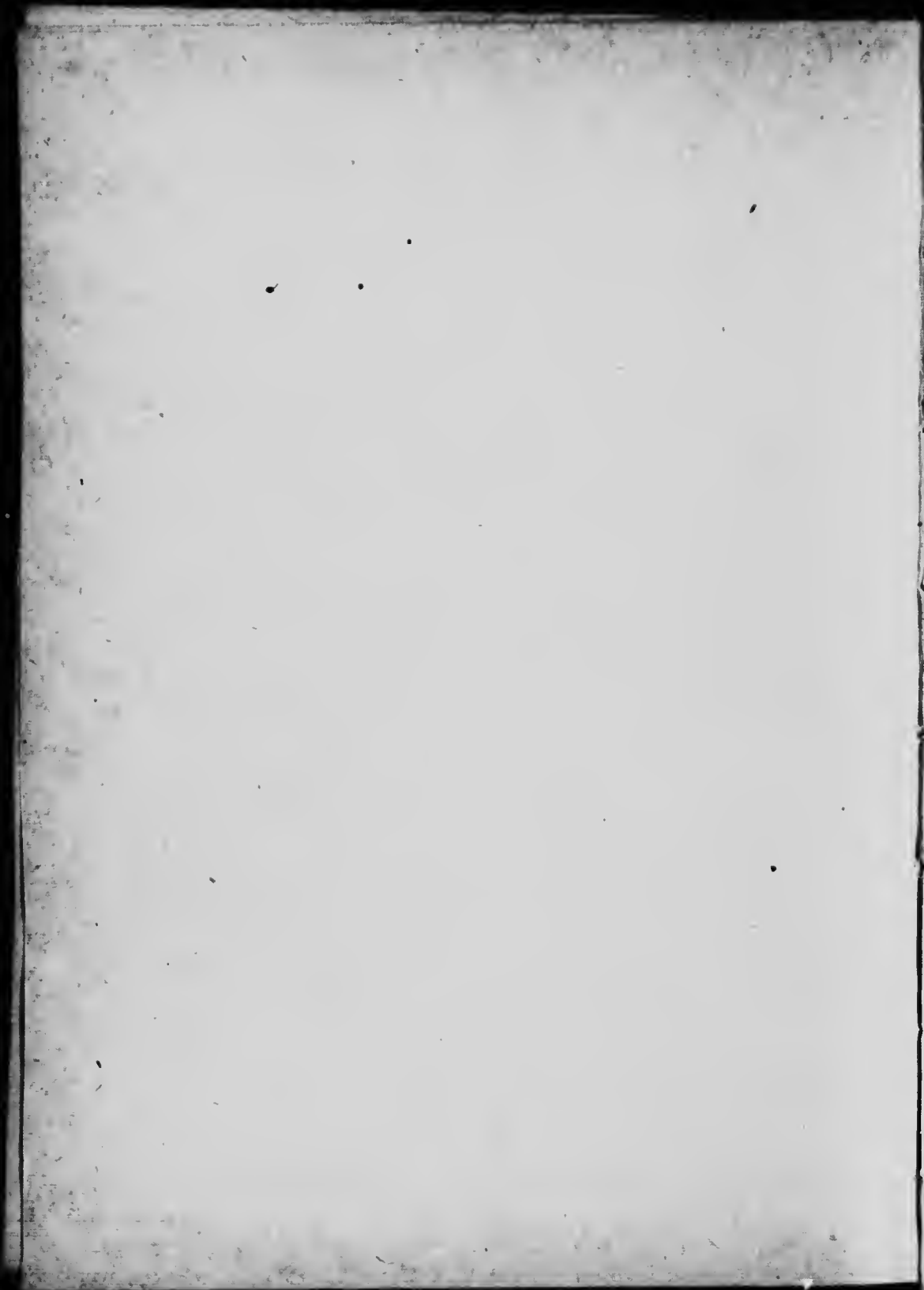
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QUEBEC



A Brief History
of the Province.





Preface

The object of this little booklet is to show why the French language is the NATIONAL language of Quebec Province. Also, why it is as much the OFFICIAL language of Canada as ENGLISH, both of which are printed side by side when reporting upon Government matters.

A thorough understanding of this will help us to value the power of the French Press and Quebec Province as a commercial power and asset to the Dominion. If this is accomplished, the Author will be gratified.

I am indebted to the Promotion and Editorial departments of LA PRESSE of Montreal, also to the TORONTO TELEGRAM for some of the matter appearing herein.

HENRY W. KING.

Toronto, 1914.

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1911

Brief History of Quebec

Long before the North American Continent was known to the British, the shores of Canada and Newfoundland were visited by the fishermen of France in search of new fishing grounds. These were the people who awakened the daring and adventurous of France to an interest in that part of North America now known as Canada.

In 1534 Jacques Cartier planted the standard of Francis I of France upon the shores of New Brunswick, and a year later discovered the St. Lawrence River. His attempts at colonization were without success until the time of Samuel de Champlain, who established the city of Quebec and laid the foundation of the Empire of New France.

For two centuries and a quarter, Acadie (New Brunswick) and Canada were provinces of New France, but in 1759 passed to English Rule. With this change a French population of 65,000 changed their allegiance, and Canada was called the province of Quebec — divided into three districts and placed under the direction of a governor appointed by Great Britain.

The people however were secured in the undisturbed possession of their lands and in the free exercise of their religion. The French laws in like manner remained intact except insofar as the population welcomed the substitution of the English criminal laws and trial by jury. By this means, the French language was perpetuated and continued to exercise a marked influence on the character and development of the country as a whole. From 1791 to 1840 Quebec became known as Lower Canada and then as Canada East from 1841 to Confederation in 1867, when it again became known as the province of Quebec.

The National Language of Quebec Province is French.

Thus it will be seen that French was the language of the Pioneers and first Canadian settlers and remained undisputedly so for 257 years when a number of people from the English Colonies settled in Upper Canada, now known as Ontario, but, while the English developed Ontario, the

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French cling to Quebec. Two-thirds of Canada's population are found in Ontario and Quebec, both wealthy and prosperous provinces working side by side and pulling together in one united effort to make Canada a great nation. At the same time they are each working out their own destinies from a provincial standpoint — one speaking English and the other French.

To distinguish the language and origin of the original Canadians speaking the French language and for many centuries forming the majority — the French in Canada were called FRENCH CANADIANS and the province of Quebec FRENCH CANADA — thus giving the French language a NATIONAL significance.

This is why we in Canada do not regard the French language as a foreign language nor its newspapers as foreign language newspapers. In Quebec, French is as much the national language of the people as English is in Ontario, and as such, must be recognized by all those who desire to trade with 80% of the people of Quebec Province.

No wonder then that in Canada we have two official languages i. e. French and English. It could not very well be otherwise for our statesmen realise how much Canada owes to the French pioneers and their sturdy offspring. Besides, Canada must honor the terms of the allegiance when the British Government promised the people their choice of language, laws, etc. (see chapter I). So long as the French Canadians are in the majority in Quebec Province, so long will they exercise the right bestowed upon them as regards language.

Pursuits of the People

Nature has a way of deciding in no uncertain manner what the chief occupations of the people shall be, notwithstanding the natural bent or leanings of that people in other directions. Thus we find the shore people developing fishing and general ocean navigation; the people of the forests devoting their time to lumbering pursuits and the people of the lowlands, or arable lands, to farming.

The first thought of any people is to provide food for

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themselves and dependents and here again nature decides, through the medium of supply and demand, what the occupations of the people must be.

The territory occupied by the early French settlers caused the people to divide their time about equally between farming and fishing and while Quebec still provides a fair portion of the fish consumed in that province, yet, the majority of the people have given themselves over to farming.

It was therefore a very natural thing for the early French settlers to cling to the lowlands of the St. Lawrence Valley, for here they found a sufficient rainfall and a country easy of cultivation. The Laurentian highlands on the north and the Appalachian range on the south-east enclosed a broad rich valley with many streams, — just the country to develop mixed and dairy farming. This probably gives us the reason why nearly all of Quebec's population (over two millions) are to be found hugging the St. Lawrence on the north and south shores between Quebec and Levis and Montreal. It will also help us to understand why there are few large cities in Quebec, the rural idea prevailing to an extent not found elsewhere in Canada.

But, an agricultural community cannot live by bread alone and the rigorous winter climate brought a demand for warm clothing and all the other necessities required to take care of a rapidly developing and increasing community. Thus we find the first city of Canada springing up at the head of navigation on the river St. Lawrence. This city alone with its suburbs is responsible for housing 25% of the total population of Quebec — 70% of this population being FRENCH CANADIAN.

We find therefore that the occupations of the people are very evenly divided between agriculture and manufacturing—a very desirable state and one calculated to bring wealth to the community, but, as a people, the French-Canadians favor agriculture and are very thrifty, over 50% of the population being rural dwellers. It is not hard therefore to understand why the people of Quebec Province as stated above, can be classified into two sections, viz.,

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agricultural and manufacturing, for after allowing for the domestic, transportation and professional classes, the two first named classes easily predominate, as the following census table will show;—

Occupations of the People of Quebec

Agricultural.	195,921
Manufacturing and Mechanics.	128,506
Domestic and Personal.	81,113
Trade and Transportation.	64,363
Professional.	31,807
Sundry and Non Producing.	36,541
	<hr/>
	538,251

The 1911 census figures prove that the rural population of Quebec shows a healthy increase and with them, the French language has developed, for the Toronto Evening Telegram of April 30, 1913 makes use in its editorial of the following significant statement;—

"The census of 1911 proves that (outside the city of Montreal in the province of Quebec, there were many thousands fewer English-speaking Canadians in 1911 than in 1871."

The French Press in Quebec

Why it is Strong and Influential

To better understand what we have tried to explain in the previous chapters and give us a more significant and larger vision of the important part the FRENCH language and the FRENCH CANADIAN is playing in the development of Canada, we will deal with the census figures issued on February 20, 1913 and verified in Bulletin 13. Fifth census of Canada.—

In dealing with the census figures of Canada the Government has enumerated in table the various nationalities of Canada under the heading of "Origins of the People." These figures give the total English and French population of Canada as 5,951,875 out of a possible 7,206,643. The following summary compiled by the writer from the Government returns forms very interesting reading.—

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English Speaking.	3,896,985		
French Speaking.	2,054,890	=	5,951,875
European (various).	832,549	=	832,549
Hebrews.	75,681	=	75,681
Oriental and Colored.	16,877	=	16,877
Chinese, Japs and Hindus.	39,137	=	39,137
North American Indians.	105,492	=	105,492
Unspecified.	185,032	=	185,032
Dominion of Canada			7,206,645

It is not the purpose of this booklet to dwell upon the French development outside the province of Quebec beyond calling attention to the fact that nearly one third of the population of Canada, eliminating the foreign element are French Canadians. In Ontario alone, 9½ % of the population is FRENCH, but we will return to the Province of Quebec.

Quebec Province

The returns for Quebec Province show that after eliminating the foreign element — Hebrews, Indians, Orientals, etc., and comparing only the British or English speaking population, the French predominate in Quebec Province and comprise 83.44%, as against 16.66 English speaking. The artist is, therefore, well within the mark when he says
 Quebec is 80 %
 French and 20 %
 English.

When we have grasped the significance of the Census figures given below we will begin to realise why the French Press is so strong and influential in Quebec Province.



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Quebec Census

(as enumerated by the Census Bulletin No 13)

BRITISH			
English	153,295	
Irish	103,147	
Scotch	58,555	
Others	1,106	316,102
FRENCH CANADIANS			1,605,399
			<hr/>
			1,921,442
			<hr/>

Quebec is therefore 83.44% French or over 4-5ths and this fully answers the question why the French Press is strong and influential. Naturally, the newspapers or literature printed in the language of the people will have the patronage of that people. The English papers cannot penetrate into Quebec to any extent because they are limited to less than 20% of the population.

English Percentage in Quebec Province

(Reduced from 204 to 157 per thousand.)

To further show the trend of things in Quebec and to note the progress of the French language and all things French Canadian it is significant to note that since 1871 the French Canadian population has increased 78% as against 30% British or English speaking, thus bringing about the reduction per thousand of population mentioned above. Here are the official figures ;—

According to the official returns, there were, in 1911, in the province of Quebec, 316,103 original British inhabitants, out of a combined population of 2,003,232 or an average of 157 English, Irish, Scotch and Welsh people for every thousand of population.

The above figures, when compared with the previous returns of 1871, 1881 and 1901 (the Census of 1891 gave no classification by groups of origin) show the following results as to the population of original British Stock in Quebec Province.

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	Total number	Per cent. of Increase	No. per 1000 pop.
1871	243,041		204
1881	260,539	7	191
1901	290,169	12	176
1911	316,103	8	157

Although this decrease of numerical strength is recorded in practically every county of the province, it is more particularly noticeable in the districts outside of Jesus and Montreal Islands. This may be seen in the following table.—

Population of original British Stock.	Jesus and Montreal Islands.	Rest of the Province
1871	54,955	188,086
1911	152,644	163,439

Proportion per thousand.

1871	359	181
1911	269	113

It will thus be seen that during the period mentioned outside of Jesus and Montreal Islands, the population of British stock shows a decrease of 24,647, while the increase in the other groups reaches 424,125. No wonder then that the British element, which formerly held the majority in nine counties, viz., Argenteuil, Brome, Compton, Huntingdon, Missisquoi, Pontiac, Quebec-West, Sherbrooke and Stanstead, now retains this majority in only two of these counties: Brome and Huntingdon.

An analysis of the movement of the population of original British stock and of that of French origin in certain sections of the province affords a good deal of interest, and with that end in view, we have compiled the following comparative statement from the official returns referred to. In some cases, the boundary limits of counties have been altered, but the changes are not such as to materially affect the deductions set forth in this statement.

Relative Population in Quebec Province by Counties.

COUNTY	BRITISH		FRENCH	
	1871	1911	1871	1911
Argenteuil	8,736	7,919	3,902	8,559
Bonaventure	5,770	7,316	9,545	20,035

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COUNTY	BRITISH		FRENCH	
Brome	9,503	7,759	3,471	4,977
Chateauguay	4,818	3,742	11,288	9,607
Compton	9,439	10,477	3,785	18,714
Dorchester	2,752	1,442	14,996	23,627
Drummond-Arthabaska	5,131	2,317	26,598	39,165
Gaspé	5,448	7,660	12,956	27,127
Huntingdon	10,606	6,557	4,924	5,372
Labelle and Wright	15,652	17,916	21,514	68,389
Lotbinière	3,213	913	17,340	21,319
Megantic	6,712	4,195	12,074	26,761
Missisquoi	7,648	5,958	7,114	10,479
Pontiac	11,282	13,321	3,455	14,270
Quebec-West	8,229	3,841	4,861	5,465
Richmond-Wolfe	8,618	7,249	11,222	31,937
Shefford	6,142	4,587	12,683	19,214
Sherbrooke	4,829	8,331	3,544	13,947
Stanstead	9,380	9,794	3,212	10,655

The lesson to be derived from the foregoing figures is very clear and shows that English speaking people are gradually leaving the rural districts of Quebec while the French Canadian people are becoming more attached to them.

Now, what does this constant exodus of English speaking people teach us? To me it means that success can only be secured in Quebec by adopting the language of the majority, viz., FRENCH and becoming one of them. Even as it would be impossible to reach the English of England through the French language, even so, it is impossible to reach the French Canadian by the use of English.

What Does This Teach Us ?

It should teach us that it is useless trying to ignore or root up conditions planted nearly 400 years ago. We might just as well try to stop the ocean tides. The FRENCH CANADIAN was here before us and will be here after we are dead and buried. He has proved himself to be a very desirable fellow-citizen and countryman. Then why try to force him to do business with you in English. Its no use saying that Uncle Sam assimilated all foreign languages and we should do the same. Conditions are not equal, neither are cases similar.

In Quebec Province, the French people have the same

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

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

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

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

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

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the King of France together with a few extra privileges thrown in.

For hundreds of years the French people have been supreme in the province of Quebec and they will remain so, at least long enough to warrant the elimination of any worry over change of conditions from the minds of any present-day advertisers.

Whether you believe it or not, or whether you know it to be so but are trying to hypnotize yourself out of that knowledge, the fact remains that no advertiser can do a satisfactory business in Montreal of Quebec Province without using the French newspapers.

There are various ways whereby you may get the goodwill of the French Canadian but the quickest and surest way is to appeal to him in his own language, whether written or spoken. It is the key that will unlock the door to his commerce and he will admit you gladly and freely deal with you. You must however secure his confidence through the various French channels open to you, chief among them being the powerful French Press.

Quebec Province is a wonderful and profitable market for any merchant or manufacturer who will cultivate it in the proper manner. If you want to do business with over 1,600,000 prosperous French-speaking people, you can get dependable advice by writing any of the following :

La Presse, Montreal, Canada; Henry W. King, Telephone Building, 76 Adelaide St. W., Toronto; Wm. J. Morton Co., 5th Ave. Bldg, New York; Tribune Bldg, Chicago; Alex. Clement, 19 Sicilian Ave, Southampton Row, London, W. C., Eng.

