

THE
CANADIAN CLUB
OF TORONTO

ADDRESSES 1908-09

(October 23, 1908.)

Our Business Partner, John Bull.

BY LORD NORTHCLIFFE.

Mr. Chairman and Members of the Canadian Club:

I feel greatly honored that the members of the Canadian Club should, during the climax of the general election, have found time to entertain me, but, my surprise is the less because I am well aware of the worldwide repute of this institution in the matter of hospitality.

I have not been in Toronto for many years, but I see around me on all sides evidence of sane enterprise and expansion, and am delighted to hear from other parts of Canada of the initiative that is being shown by your citizens in the development of this vast country.

Since my first visit fifteen years ago, the place that has been taken in the world by the Dominion is certainly one of the most extraordinary developments in the history of any people.

Canada has learned how to make itself known to other nations; has learned how to attract to itself a vast tide of immigration, some of it good, some of it not so good; it has gained confidence in itself; it has begun to realize the vast wealth of its North and Northwestern possessions.

The earlier efforts to attract visitors to Canada were not of the wisest kind. My first visit was to the Ice Carnival at Montreal when Europe was first placarded with the delights of your winter. Naturally enough when you emphasize the winter and the snow people on our side of the water thought these were your chief product, and it was hardly kind of you afterwards to get cross with some of our poets who dwelt upon that stimulating feature of your climate.

You are much wiser in making Canada known in London now by your magnificent exhibit at the Franco-British Exhibition, which is beyond doubt the most attractive in that wonderfully successful international show room.

Canada has become known in Europe, and more especially in England, to an extent not yet realized by your people. During my first visit I was constantly buttonholed by newspaper reporters as to the Englishmen's lack of knowledge of Canadian geography. We have changed all that. There is no ignorance of Canada now in the United Kingdom.

I wish there were a little greater knowledge of the British Empire in Canada.

Sometimes I see in Canadian newspapers advertisements to which is appended "No Englishmen need apply." That in my humble judgment is hardly a wise announcement. Since I came to Canada the first time Englishmen, (I use the word for brevity, but I mean of course always the English, Scotch and Irish) have been applying themselves in *other* directions and have applied themselves extremely well.

Lord Cromer has developed Egypt and the Soudan from Khartoum and beyond that right down to Cairo and has made Egypt agriculturally much the wealthiest country in the world. This he has accomplished entirely by the assistance of Englishmen.

Sir Frank Swetenham has developed the vast Malay States. Englishmen have opened and developed Burma and British East Africa. Millions of British capital have been poured into the Argentine Republic there to be developed by Britons. Throughout continental Europe scores of British mining, lighting and attraction schemes have been put into operation, I take it then either that you get the refuse Englishmen in Canada, or the Canadian being so busy at home has not done much travelling beyond Charing Cross and the Strand.

The notion that no Englishmen need apply has unfortunately gained great ground in England, and it is very likely to keep able and capable young men from coming here and certainly has the effect of deterring capital.

I am hopeful by the instrumentality of my newspapers of increasing travel to this continent and to create a return current of Canadian travel, especially toward the greatest of all business partners, the British Empire.

It is unfortunate that in Canada you suffer very greatly from a lack of direct British news. Thanks to the enterprise of your Post Office there is now cheap postage between the

Dominion and the Mother country. Thanks to the enterprise of the Canadian Pacific Railway there is a splendid steamboat service between Montreal and Liverpool. This coming and going ought to be immensely beneficial to the business relations of Canada and all other parts of the British Empire. The new postal arrangements enable us to send you our newspaper, magazine and periodical literature much more cheaply than before. I have been delighted to see much greater evidence of the circulation of purely British literature this time than on my previous visit.

With fast steamers, cheaper cable rates, more Canadian news in British newspapers and more British news in Canadian newspapers, business relations between both countries will be surely strengthened.

Canada has been blessed in this critical juncture of its history by the uprising of a wonderful group of men. And it is curious to notice that this has been the history of the British Empire always. As organizers we cannot compete with the Germans and other continental people. We have no written constitution like your neighbors in the United States, but it would seem as though the very looseness of our organization and bond of empire was its chief strength. As I grow older I have come to realize that businesses and nations can be ruined by over organization.

It is our British system to "muddle through" as Lord Rosebery said. Muddling through means that the best man gets to the top. And here in Canada we see that when you wanted them there came from the other side of the water, mostly from Scotland, as fine a group of men as ever built an empire.

I cannot make exception, but if there be one I should like to name, it is Lord Strathcona, who from my personal observation in London has done vast work for Canada and Great Britain. I have found that splendid old gentleman at work in his office at seven and eight o'clock at night, and I can assure you that he does not spare the newspapers. With Lord Strathcona it is Canada first and all the time. You will be lucky if you find a successor possessed of his parts.

Now a few words with regard to your business partnership with John Bull.

Undeveloped territory, energy and a supply of the best brain and labor of the best races, are in themselves very fine commercial assets. But there is the other necessity of capital, and in that matter you stand practically unrivalled. You

Canadians have on the other side of the Atlantic, a very wealthy old gentleman with a great belief in his own kith and kin, wherever it may be in the world. I sometimes see suggested that business enterprise connected with John Bull may meet the fate of the lady who went out with the tiger. But that is not so. John Bull likes security, it is true, and he is all the time looking for more 4 per cent. investments. The common stock, with the unlimited profit (and the risk, of course) he leaves to the pioneer, and you can hardly expect him to do otherwise. For, as I have hinted, John Bull's investments are not by any means confined to Canada. At the present time Englishmen and Scotchmen in South America are actively demanding the old gentleman's help, and getting it. Railroads, electric traction, land development and mining, are absorbing millions of English pounds, and thousands of able Englishmen, in South America alone, every year. Despite the competition of European nations and the rise of the Japanese, John Bull's investments in the far East are still increasing, and are likely to increase. There they have had experience of the old gentleman as an investor for two hundred years, and they like his ways.

I emphasize these points because I have occasionally found two types of Canadians; one that thinks the old man is merely a grasping bondholder, and the other, a more dangerous class, think that he is an old fellow easily played with. The latter theory is a very dangerous one, because there is this about John Bull—if he once loses confidence I doubt whether he will ever regain it. The goods you deliver to him must, in the language of Uncle Sam, be "straight," and then must be delivered on time.

Treat the British investor well. Remember that stock, unlike gardens, needs no watering, and the question of capital, generally the most burning one in new communities, will not disturb you.

You have plenty of your own capital in Toronto. The business men of Toronto and Montreal are known the world over for their courage, shrewdness, and their wise use of capital. But remember that you are building a nation of perhaps fifty and perhaps one hundred millions. Who knows? It is well, therefore, to have always with you, the affectionate regard and business interest of the country from which I come.

(October 27, 1908.)

The Imperial Question.

BY RIGHT HON. VISCOUNT MILNER, G.C.B.

LORD MILNER: *Mr. President, Ladies and Gentlemen*,—It is perhaps rather unfortunate that the subject on which I have undertaken to address you to-night is a political subject. I think that even the most ardent devotee of political discussion must feel a certain satiety on the day after a hotly contested election. All I can promise is, that if my subject is political it is not at any rate in party politics; that is, it has nothing whatever to do with the subjects which at present form the staple of party politics in this country. My opinions, no doubt, and my subject no doubt will excite, they must excite, differences of opinion, but those differences will not be on the lines of ordinary party cleavage. Now may I make one or two preliminary remarks. I have not come to this country as a lecturer or as a propagandist. The object of my visit, in so far as it was not a purely private one, was to become acquainted with Canada, and the opinions of its people. From that point of view my visit has been an immense and unmitigated success. I have derived more instruction from it than I can say. Whether it would not have been better to allow me to improve my own mind without being compelled to exhibit its emptiness by making speeches is another question, but whatever may be the charms and advantages of the role of silent observer I have been deprived of them by the vigilance and enterprise of your Canadian Clubs. (Applause.) Like the robber barons of old whose castles lined the great mediæval trade routes, they insist in taking their toll from the passing traveller. I have successfully avoided several of them. Where it is hopeless, where evasion is hopeless, I pay up cheerfully and look as if I liked it. And perhaps it would be rather mean when one has been received everywhere by everybody with so much helpful kindness and hospitality, it would be rather mean to try and avoid the visitor's tax, but I want you to understand that it is not a voluntary contribution. I am not volunteering my opinions. I am called upon to stand and deliver them. Under these circumstances I can only do so frankly. Any other course would neither show respect for you or self respect, but if these opinions, being pronounced ones, their expression