



STATEMENTS AND SPEECHES

INFORMATION DIVISION
DEPARTMENT OF EXTERNAL AFFAIRS
OTTAWA - CANADA

No. 59/4 THE EFFECT OF IMMIGRATION ON CANADA'S ECONOMY

Notes for an address by Mrs. Ellen Fairclough, Minister of Citizenship and Immigration, to the Montreal Chapter of The American Marketing Association and The Sales Executive Club of Montreal, on January 14, 1959.

I have chosen to speak to you today, ladies and gentlemen, on a subject which is very close to my heart - the vital role which immigration has played, and is continuing to play, in the development of Canada. It is a subject which is, no doubt, of continuing interest to you also. Indeed, to groups interested in advertising and marketing, immigration is an absorbing topic as well as a challenging opportunity.

Year by year immigration brings to Canada a steady flow of producers as well as consumers of Canadian products. How then, to acquire the goodwill of newcomers?

That many are aware of the potentialities of this widening market is apparent from comments that I have heard. I know of one firm, for instance, which has earmarked a substantial share of its advertising budget for ethnic publications. It may interest you to recall that there are 169 such publications in Canada. Other firms are also studying this market to see whether special advertising and sales promotion material should be prepared and, if so, what form it should take. For decades the people of Canada have sought markets all around the world. Now, in a very real sense a new and important domestic market is being created by immigrants.

While all of us are interested in the effects of immigration as a factor of population growth, a group such as yours is primarily concerned with the direct and stimulating influence of immigration upon the national economy. In good times little criticism of immigration is heard. But when economic expansion slows down, there is a tendency on the part of some to question the value of immigration. Occasionally we hear that immigrants take work from native-born Canadians and aggravate unemployment; this, notwithstanding the oft-expressed