

The majority of immigrants buying or renting farms in 1958 engaged in mixed farming - 471 mixed farms out of a total of 869. Dairy farms were next with 166, followed by tobacco farms with 38, and fruit farms with 36. Others engaged in beef cattle farming, bee keeping, canning crops, fur farming, market gardening, nursery and greenhouse production, poultry farming, sheep farming, ranching, sugar beet growing and wheat farming.

But immigrants are consumers as well as producers and here their contribution has been enormous. In the nearly two million immigrants who have come since the Second World War, Canada has found a large home market. Many merchants in communities most affected by the influx of immigrants were quick to recognize the purchasing power of this new pool of customers, and have introduced many lines of merchandise designed to attract their trade.

It is to be remembered that the immigrant market is one which is constantly expanding. A high proportion of the yearly intake is composed of young people. Not only is there a demand for supplies to equip parental homes but also, as the years go on, to provide for the homes of their children. Of the 124,700 immigrants who arrived in Canada in 1958, more than 58,000 were between the ages of 15 and 29 - almost half of the total for the year. Surveys of immigration figures of other years also emphasize the youthful character of newcomers.

At the beginning of 1951, post-war immigration into Canada had reached 430,389. In that year the census revealed rather striking features in the purchasing habits of newcomers. It was found, for instance, that in that short period, immigrants had established 62,160 households and had purchased 43,215 electric or gas ranges, 26,360 mechanical refrigerators, 32,105 powered washing machines, 18,065 electric vacuum cleaners, 51,900 radios, 20,255 passenger automobiles and had 30,085 telephones.

Impressive as they are, these figures do not take into account food, wearing apparel and a wide range of consumer goods which form the basic necessities of life.

Using the 1951 census figures as a base, it is possible to make a fairly accurate estimate of consumer expenditures by immigrants in recent years. Between 1951 and the end of 1958, immigrants numbered approximately 1,365,000 - roughly four times the number who arrived in the immediate post-war period. Using the census yardstick, immigrants during that period would have established more than 248,000 households and purchased nearly 173,000 electric or gas ranges, more than 105,000 mechanical refrigerators, more than 128,000 powered washing machines, more than 72,000 electric vacuum cleaners, more than 207,000 radios, 81,000 passenger automobiles. They also spoke in a multiplicity of tongues through 120,000 telephones in their homes.