

Geographically, Manitoba is "Central Canada", and its capital, Winnipeg, a manufacturing, distributing, financial and commercial centre, is the mid-Canadian Chicago. Although it is one of the three agricultural Prairie provinces, Manitoba has 1,700 manufacturing plants. Petroleum has risen to second place in value of output.

It has abundant hydro-electric and natural gas sources of power, rich minerals and a great primary market area.

In Saskatchewan, Canada's bread basket, mechanization has led to larger farms with fewer people operating them and a consequent swing towards industrialization. Saskatchewan now ranks fourth as a mineral producing province. No longer are multi-million dollar products projects unusual. The greatest potash finds in the world are being developed in this province. The last decade has seen the growth of factories and mills producing sulphate pulp, wallboard, tile and ceramic ware, cement, steel, pipe, liquor and wire and cable.

Most of you will be familiar with the spectacular growth of Alberta, for Americans contributed capital and technical skills to help this province prove its vast oil resources. While in the decade after 1946 the population of the United States increased by 19 per cent and Canada's by 30 per cent, Alberta's increase was over 40 per cent. The people of Edmonton claim that, next to Los Angeles, their city is the fastest-growing in North America. From the oil wells of Alberta a great petrochemical industry has evolved with associated industries offering many opportunities for small industrial, trades, service and professional persons to operate profitable and expanding enterprises.

Canada's most rugged and scenic province, British Columbia, with its numerous Pacific coast harbours and its equable climate, has attracted many newcomers as well as native-born Canadians. Its population soared by 71 per cent between 1941 and 1956. Its wealth is based on its forests, its mines, its farms and its fisheries and these have been the foundation for the province's manufacturing industries. For example, nearly half of B.C.'s manufacturing jobs are in the sawmills, pulp and paper mills, veneer and plywood plants, sash, door and planing mills, all deriving their raw materials from the forests.

This then is Canada, a changing, pulsating booming, raw giant.

Our settlement officers, located in key areas across the country, are aware of developing opportunities and ready to assist newcomers who wish to investigate them. Municipal help is often forthcoming for the person who wants to establish a small factory. The provincial governments also have active and competitive industrial development commissions, eager to assist the businessman. Inquiries from newcomers who want to set up larger industries are usually passed forward to the Department of Trade and Commerce, with which my own department has close contact. Every assistance is given the businessman.

Since 1945 our population has increased from 12 million to nearly 18 million, or by almost 50 per cent, nearly double your own rate of increase. During the same period our Gross National Product, a sensitive indicator of a nation's economic health, has increased from 11.8 billion dollars to 35 billion dollars, a rate of growth more rapid than that of the economy of the United States. Since the end of the Second World War, Canada has spent 78 billion dollars on capital investment,