

## SESSIONAL PAPER No. 95

steamship agencies, Canada makes use, since a few years, of circulating, or rather calling exhibitions. Two large automobile lorries (trucks), and several horse-drawn vehicles, loaded with farm produce, go from fair to fair, from market to market, stopping on public squares along the way, the driver addressing crowds, and distributing to them literature with samples of products, that is, it seems, one of the most efficacious mode of advertising.

(h) *Co-operation of public and private assistance bureaux.*—On 2,048 subjects, introduced by these in 1911 our agents have accepted 1,378.

(i) *Periodic trips of agents and lecturers to Canada* to allow them to provide themselves with documents and to obtain information by sight.

(j) *Spreading of precise information referring to the wants of farm and domestic labourers in Canada.*—This information gathered on the spot by agents of the Department of the Interior, which could be purveyors of labour, is forwarded to the chief agent at London, who communicates it to his subordinates, to the steamship agents, to the assistance and employment bureaux. There are in Ontario 88 of these agents and 16 in the English sections of Quebec. During my stay in London, Mr. Smith showed me a circular which he had just received from the Department containing a recapitulation, according to the reports of these agents, of the wants of labour in thirty-nine localities of Ontario and in one of Quebec, for the following spring season. Those demands formed an army of over seven thousand, comprising a great number of families and a high proportion of unskilled labour. Mr. Smith, in communicating the circular to the steamship agents, wrote them that they could conclude from it the assurance that the department would look to the placing of all the emigrants in equally good situations, should they be too numerous for a stated place.

Those are in short, the means by which Canada has been able to increase its immigration from England, from 11,810 to 123,013 during the ten years period from 1900-01 to 1910-11, when for the first time it exceeded American immigration. If I refer to them here, it is only to demonstrate that the success of an immigration campaign specially depends on publicity, notwithstanding the primary dispositions of the people concerned. In proof of this statement I could also cite Australia. Up to those late years emigration from England to Australia was reckoned by the hundreds. Five years ago that colony was yet less known, and less favourably looked upon in London than was Canada thirty years ago. In 1909-10 Canada received 67 per cent of English emigration, and Australia 12.8 per cent only, in 1911-12 Canada 65 per cent and Australia 19.5 per cent, last year Canada 54.9 per cent and Australia 28.2 per cent, and it is expected that Australia will equal Canada this year, or at least next year. I could still mention New Brunswick, which was virtually receiving no emigrants four years ago, and which, through the opening of a particular agency in London, received three thousand last year.

It would not be just to say specially after the exhibition of Liege and Brussels, that we have done nothing in Belgium but what we have done there so little answered to the exigencies of the situation that it is not surprising to see that the annual immigration from that country reach the figure of 1,463.

In order that the great exhibitions of 1905 and 1909 could have much influence on emigration, it would have been necessary.

1st. That your department should have been entirely free to give information to visitors through its own agents. Now I am told by your agent at Antwerp, Mr. Treau de Coeli, that on both occasions the Canadian Commissioner, Mr. Hutcheson declined to adjoin him to his staff, which, belonging to the Department of Agriculture, had not stayed long enough in Belgium to know the people, and anybody could not but have made a very summary study of the emigration problem.