

Address by Mrs. Ellen Fairclough,
Minister of Citizenship and Immigration,
to the Chicago Women's Athletic Club,
March 17, 1960.

Each year, for every two Americans who emigrate to Canada, five Canadians cross the border to live and work in the United States. They are leaving behind a country so rich in natural resources that we still have not been able to count the contents of our treasure chest. They are leaving behind a country which has struggled obstinately with its rugged terrain and which is just on the threshold of economic greatness. The American investors who have poured millions of dollars into Canada's petroleum, automobile or pulp and paper industries will certainly verify this prospect of the future.

The movement of people and the flow of money across the 49th Parallel symbolize the neighbourliness of our relations. One hundred and fifty years ago we were at war; 93 years ago fear of the United States was one compelling factor in welding the federal union of our provinces into one Canadian nation. Since then we have grown together in friendliness, understanding and tolerance. Last year we shared our Queen with you when she made her memorable visit to Chicago. Indeed the ties that bind us are growing stronger and more complex every year. We have fought side by side in three great wars during the last half century. Today we stand together in NATO and NORAD and have voluntarily integrated the air-defence system of North America. The advent of the jet and the guided missile has broken the impenetrable barrier of the Arctic and transformed it into a direct frontier with the citadel of Communism. Americans and Canadians together have built three radar warning systems which hang like three strands of pearls across the map of our country. We are now co-ordinating defence production to such an extent that other countries, as my Prime Minister, Mr. Diefenbaker, said in Chicago only a few months ago, would find it unbelievable if they were aware of the whole story.

A second major tie is that of trade. Living in a country which still has, compared with the United States, a small population, trade is Canada's very lifeblood. Indeed, while you are the greatest trading nation in the world, Canada's per capita foreign trade is three-and-a-half times that of the United States. Sixty per cent of our entire exports cross the border. Seventy per cent of our imports come from the United States. Your own state of Illinois, as you undoubtedly know, sells more to Canada than any other state. Chicagoland sells as much to Canada as does West Germany. In return, Canada sells more to the Chicago area than to any other region of the United States, especially raw materials and semi-processed goods for your mills and factories.

We have many other ties. Many Canadians are descendants, like myself, of United Empire Loyalists, people who preferred to remain under the British Crown in those troubled times of 1775

and trekked northwards into Ontario and Quebec. Cook County and Ogden in Illinois are named after my ancestors. Today we are solving our problems through mutual understanding and co-operation. Our agreements for research and conservation of coastal and lakes fisheries, for example, are a remarkable case of two peoples working together for the common benefit of each.

As much as the character of Canadians has been influenced by the vastness of a lonely land and the chill of northern winds, it has been dominated even more by the daily cultural invasion from magazines, radio and television from the United States.

In the world of sports our hockey and baseball leagues know no boundaries. Indeed we have as many Americans playing in our big league football teams as you have Canadians in your major ice hockey clubs. I must confess we found inconceivable that without any Canadians on your team you should have taken away our vested claim to the world hockey title last month at Squaw Valley!

But no tie has brought us closer together than the movement of people to and fro across our 3,000-mile border. Last year 58,000,000 people crossed back and forth on business trips and on vacations. We have both sought opportunities for permanent settlement in each other's countries, even though we are both immigration countries to Westward-looking Europeans.

American-born people have spread into every part of Canada and our records show them to be located in every census district. They are most heavily concentrated however, in Saskatchewan, Alberta and northeast British Columbia. This reflects the early migrations of Americans into Canada before the turn of the century, for these people were seeking agricultural land. Oddly enough, while thousands of Americans were trekking northwestwards in search of farm and ranchlands, numbers of Canadians were simultaneously crossing the U.S. border and entering every occupation except one - that of agriculture.

Our policy has always been to encourage people with like cultural, social and economic backgrounds. Several Canadian immigration offices functioned in the United States before the First World War and increased to 15 in the early Twenties. Canada's two major railways also had active colonization agencies working through the United States. As a result of this activity, immigration from the U.S.A. to Canada averaged 70,000 per year for the 10 years before the First World War. Even during the First World War it continued to be high, but gradually declined during the Depression of the Thirties. Canada then closed its immigration offices, and in 1936 immigration from the United States fell to a low 5,000. Since the end of 1946, however, immigration has once more been on the upswing. Post-war immigration from the United States to Canada has averaged close to 10,000 yearly and is slowly but steadily increasing..

Which brings me to the purpose of my talk - a sales pitch from one vast nation directed at the Heartland of America! I make no apology for this approach. Along with raw materials and semi-processed products which we export to you, we also export people. In the last 10 years 354,000 people have left Canada, for what they considered were greener pastures to the south. Admittedly nearly 100,000 were immigrants who had lived in Canada a relatively short time. But now Canada is booming too and our vast, once-empty north is being explored, surveyed, mined and drilled for the riches below its surface. Indeed, our country is so big that parts of it haven't yet been found!

Canada needs immigrants. It welcomes them. They stimulate our economy both as producers and as consumers. And so we want more people from the United States, people who can readily integrate into our society, people who have pioneered once and are willing to pioneer again, people who want to invest their future in a "growth stock" - of Canadian origin.

Last year 11,339 people from the United States decided to invest their future in Canada. They fell into four major categories:

1. There were the managers and executives of American companies with branch plants in Canada. The Chicago area alone has over 300 companies with branches north of the 49th Parallel.

2. There were the professionals, such as teachers, nurses and engineers, and the skilled artisans such as cabinet-makers, auto mechanics and plumbers.

3. There were those people who wished to establish small businesses or buy farms.

4. There were the wives and dependents.

From our statistics we can sketch a picture of the typical American newcomer: he is between 25 and 35 - roughly five years older than the average immigrant from Europe; his wife is between 20 and 30; he has two young children. He is more than likely to have a college degree and be a white-collar worker. Last year nearly 60 per cent of all the business owners or executives who arrived in Canada came from the United States, one-third of all the financial people such as brokers and investment dealers were from the United States; so were 18 per cent of the professional people.

Because of their professional backgrounds, and the opportunities which large population centres create, roughly half of these people chose to settle in Ontario and one quarter in Quebec.

It is comparatively simple for an American citizen to enter Canada as a permanent resident. There are really only three rules: he must be of good character, enjoy good health and have the means to maintain himself until he becomes established. Our officers in Chicago, New York, Minneapolis and Los Angeles provide information on business and employment opportunities.

There are openings in Canada for professional people such as doctors, dentists, nurses, teachers and physiotherapists; for skilled artisans such as hospital-lab technicians, furniture upholsterers, automobile mechanics, sheet metal workers, painters, bricklayers, bakers and launderers; and for commercial workers such as stenographers, typists, and office machine operators.

Wages and salaries are roughly comparable, depending on the occupation. American university salaries, for instance have attracted a great many Canadian teachers since the end of the war. A recent survey by the Canadian Association of University Teachers, however, indicated that this flow has been reversed and American professors, because of higher salaries in some of our universities, are now seeking teaching positions in Canada.

Much of our promotional activity in the United States, however, has been concentrated toward the American who wants to establish, or buy, a small business or a farm.

The Settlement Division of my Department, with its regional and local offices across Canada, keeps its fingers on the pulses of our economy and is well equipped to handle enquiries from persons who want to become self-employed in manufacturing, the service trades or in agriculture.

In the past year, 1,750 immigrants have established small businesses of their own. Of these 137 were American citizens. Four-fifths settled in Ontario or British Columbia.

In 1959, 1,061 newcomers to Canada bought farms. Of these 96 were U.S. citizens, 51 of whom chose British Columbia, our Pacific province; and 25 settled in Ontario.

Prospective farm and business owners from the United States have a built-in advantage, living as they do so close to Canada. Whereas most European immigrants prefer to work for a few years in Canada before launching their own businesses in order to learn the language, acclimatize culturally or observe Canadian methods, Americans come to Canada with the idea of establishing themselves immediately. It is so simple, especially for people living near the border, to drive through parts of Canada and to search out opportunities in business and agriculture before making any formal move to emigrate.

Canada's population is growing rapidly and this growth is creating the need for more goods and services. Our population expansion is supporting new industries, manufacturing goods such as ceramics, camera lenses, fine furniture or wrought ironware which were formerly imported.

For a brief look at this growth potential let me take you on a quick trip across Canada from the Atlantic to the Pacific. The Atlantic provinces may seem to lag in economic development, but such appearance is deceptive and created by comparing these provinces with the explosive growth of the central provinces. There are new mineral and power developments, there are forests and fisheries and secondary manufacturing and a growth in specialized farming, especially in apples and chickens.

Canada's largest province, Quebec, is usually called "French Canada". Since the last war there has been a rapid shifting of emphasis from the traditional rural and village community life towards industrialization and the exploitation of water power and natural resources in which this province abounds. The power of its turbulent rivers is being harnessed; the rich resources of its hinterland are being mined for the markets. Quebec supplies one-half of Canada's major export - pulp and paper. It smelts and refines many non-ferrous metals; digs iron ore from its northern wilderness for shipment to American steel plants; and produces a large part of the textiles for the Canadian market.

Ontario is our second largest province, stretching one thousand miles from east to west, one thousand fifty miles from north to south. You can pick peaches and grow tobacco in its southern belt and hunt polar bears in its northland. Its six million people produce one-half of Canada's industrial output. Its factory belt stretching from Oshawa through Toronto to Hamilton is similar to Chicagoland. Yet many of its business opportunities, especially for the small entrepreneur, lie in its smaller cities and towns. Canadians, for instance, have always regarded Kingston as a quiet university city immersed in scholarship, cut off from the bustle of everyday economic life. Yet in the past 10 years this old city, built on the site of Fort Frontenac near the famous Thousand Islands vacation area, has doubled its population and attracted many industrial plants.

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,

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devoting a greater proportion of its national output to capital investment than any other industrialized nation in the world, including the United States, the United Kingdom and the Soviet Union.

I give these figures in order to emphasize that Canada is, as one writer has put it, "tomorrow's country".

In looking forward, into the future, Canadians expect the population-and the market potential - to continue expanding.

In 1957 a Royal Commission, appointed by the Government to forecast "Canada's Economic Prospects", submitted a report similar to that of the U.S. Paley Commission, although it dealt with a much wider range of subjects. This Royal Commission forecast that our population would reach 24 million by 1975, a growth of 75 per cent over 1950, compared with an increase of between 36 to 51 per cent expected in the United States. It is a rate of growth larger than any other industrial nation. Canada's Gross National Product is expected, by 1975, to be 200 per cent above the 1950 level, compared with an anticipated increase of 122 per cent for the United States.

Canadians therefore, are very optimistic about the future. Canada is at a different stage of development than the United States; it stands on the threshold of expansion. We have an unknown quantity of natural resources to develop, whereas shortages are beginning to show up in the U.S. economy. There are vast storehouses of energy waiting to be unleashed. The frontiers of the north are slowly being pushed back. The Government has launched a tremendous roads programme to open up the northern wilderness and enable its untapped wealth to be mined and shipped to market. More and more opportunities for secondary industries are being created. Our population growth, and the changing age structure of our people, are creating new and expanding markets.

It is estimated, for instance, that nearly five million babies will be born in Canada in the Sixties. As each one generates \$1,000 worth of goods and services in his first year of life, this will mean five billion dollars' worth of new business alone.

It is estimated that more women will enter the labour force in the next decade. More working wives mean a greater market for ready-made clothes, laundry services, labour-saving appliances, and packaged, pre-cooked foods. Indeed the extra family income in itself creates desires for better houses, a second car, and luxury goods.

The post-war babies will be entering the labour force in great numbers from 1965 to 1970. There will be a vast potential in the young adult market, a market in which the buyers are highly receptive to new styles, new commodities and new ideas.

There were 130,000 marriages last year in Canada: by the end of the decade it is anticipated there will be 225,000 yearly marriages. Surveys made by economists, in the United States show that an average marriage generates demand for \$15,000 worth of goods and services that would not otherwise be bought. Thus the business potential from these marriages will increase from one billion 950 million dollars to three billion 375 million dollars in a decade.

At the other end of the age scale, mortality rates show an upward trend in life expectancy, thus stimulating demand for more leisure-time games, books, garden tools, as well as for spectacles, drugs, vitamin pills and geriatric foods.

All this spells out the need for more goods and more services. These are demands which must be met. These are the challenges for the producers of goods and services. They are challenges too, for the young American entrepreneur who wishes to stake his future in Canada.

By a happy fact of geography, Canadians have inherited a gigantic storehouse of resources, in the waters, the forests and under the surface of the land. Like you, we are practical people, and we are humble enough to realize the truth in what Aristides said hundreds of years ago:

"Not houses finely roofed or the stone walls well builded, nay, nor canals and dockyards, make the city, but men able to use their opportunity".

Men able to use their opportunity came to Canada in the past. These are the men who tamed its wilderness and moulded a nation out of the prairies and mountains, the muskeg and river valleys.

These are the men Canada wants today. How well suited are Americans of today for these tasks, men whose ancestors also rolled back the frontier and built a nation? For Canada still has a frontier to push back into the cold, empty, rich lands of the north. There will be opportunities for entrepreneurs in new towns of the north as there were in Seven Islands, Quebec, or Kitimat, British Columbia, towns built in the last decade through the discovery of iron ore and aluminum.

Half a century ago this was hailed as Canada's century, but our expansion was checked by the tragedy of war and the grim years of the Depression.

Nearly 20 years ago Canadian author Bruce Hutchison wrote in a book called "The Unknown Country":

"My country is hidden in the dark and teeming brain of youth upon the eve of its manhood. My country has not found itself, nor felt its power nor learned its true place. It is all visions and doubts and hopes and dreams. It is strength and weakness, despair and joy, wild confusions and restless striving."

Now there is change. There is a buoyant expectancy in our land. We know that we have a future of our own. We will suffer the growing pains of the young nation, yes, but we know at last that "tomorrow's country" is here today.



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