1.1: Immigration

Unit 1: Canada @ the Turn of the 20th Century (1900-1914)
Introduction

- As we have discovered, at the beginning of the 20th century, Canada was very much a young country

- Following the emergence of Wilfred Laurier as our Prime Minister in 1896, new immigration policies appeared that would transform Canada forever

- While the Laurier government began targeting select groups to encourage settlement & growth, particularly in Western Canada, simultaneously, it discouraged others from moving here
Sir Wilfred Laurier

- Laurier served as our Prime Minister from 1896 – 1911 during a period of growth & prosperity
- Our 1st French-Canadian PM, he came to power at the end of a world-wide economic depression meaning there was room for economic recovery/ growth
- “The nineteenth century was the century of the United States. I think that we can claim that it is Canada that shall fill the twentieth century”
Immigration

- One of Laurier’s greatest achievement was increasing our national population mainly through immigration
- Just like today, the federal government determined our immigration policy – the rules & guidelines for deciding who may enter Canada
- Laurier’s success is evident in the numbers as Canada’s population jumped from 5,370,000 to 8,000,000 between 1896 – 1914
- The foundation for the Cultural Mosaic that we currently have was laid during Laurier’s rule
• **Immigrants**: People who come into a country
• **Emigrants**: People who move within a country or leave for another
Immigration

- Despite the overall success, Laurier’s major problem with immigration upon coming to power was the fact that numbers arriving in the past were relatively low.
- Between 1881 & 1891, immigration to the Prairies had been a dismal failure as only 21,000 farms appeared in Canada's great Northwest Territories.
- If settlement was allowed to continue at such a rate, it would take more than half a century to fill the 1.25 million homesteads that surveyors had carved out of the prairie.
Immigration

- So, what was Laurier’s plan? How did his government bring about this major increase in our population during his rule?

- Before we examine this policy, let’s take a look at why people decide to move to another country.
Immigration

- Why people would leave their country to move to another country?

- Why might people move within their own country?
Immigration

- The influx of hundreds of thousands of immigrants during this time was sparked by both push factors & pull factors
Push & Pull Factors

• Push factors are those factors which force people to move one area for another

• What factors would cause people to want to leave their country?

• Examples include: Unemployment, war, political / religious persecution, natural disasters, famine, crowded cities, limited freedom
Push & Pull Factors

- Pull Factors are those factors which attract people or entice them to move from one region to another.

- What would attract people to our country?

  - Examples include: Peace, employment, freedom, education, opportunities, available land.
Western Canada Immigration

- One of Laurier’s immediate policies upon taking power was to attract immigrants to Western Canada.
- He appointed Clifford Sifton as Interior Minister who would be responsible for immigration.
- Sifton’s job was to encourage settlers to come to Canada, particularly the West.
The Last Best West

- Sifton believed Canada needed to create a new image for itself & launched a **media campaign** unlike anything previously seen in order to do so
- The media campaign became known as ‘The Last Best West’ (given the fact that the American West was settled)
- It was a phrase used to market the Canadian Prairies to prospective immigrants
The Last Best West

- What forms of media do our current government use to inform people about its policies?

- Any suggestions/idea about the media that was used by Laurier & Sifton?
Last Best West

- Back during Laurier’s rule, media was much different.
- It consisted of flooding the ‘desirable countries’ with pamphlets, posters, maps, exhibition wagons, silent films, & advertisements promising free land in the “Last, Best West”
CANADA
Healthy Climate! Free Schools!
160 ACRE FARMS IN WESTERN CANADA—FREE!

To enable every would-be Settler to receive direct Official and Reliable Information regarding CANADA,

Mr. J. Bruce Walker
(CANADIAN GOVERNMENT REPRESENTATIVE)
Will deliver his Popular and Instructive
LECTURE
ILLUSTRATED BY A SERIES OF PHOTO-ENGRAVINGS
Cinematograph and Stereopticon Views descriptive of Canadian Life,
AND INTERESTED.

"CANADA and ITS RESOURCES:
A FIELD FOR BRITISH SETTLERS," in the
CITY HALL,
CANDERIDGE, GLASGOW.
On MONDAY, 16th JAN., 1905
At 8-0 p.m. Doors Open at 7-15 p.m.
Sir Samuel Chisholm, Bart., LL.D., will preside.

Admission to Area Free (By Ticket). BALCONY 3d.

Tickets can be had beforehand from
THOS. COOK & SON, 83 Buchanan Street, Glasgow

THOS. COOK & SON are officially appointed Agents for all the Principal Lines of Passenger Steamer sailing between England and Canada, and every other part of the World.

CANADA
WANTS
DOMESTIC SERVANTS
HIGH WAGES
GOOD HOMES
HEALTHY CLIMATE

Trans-Atlantic Cablegram

No. 139
To
LONDON, England

Canadian Government Employment
Agent in
Ontario
have situation
for Thirty-three hundred domestics

Issued by the Authority of the
Minister of the Interior, Ottawa, Canada.
1908
These three cards advertise "160 acres of free land in Canada" in Croat, Ukrainian and Czech, respectively. Thousands of these cards in many European languages, were circulated by mail in eastern and central Europe between 1900 and 1905.
UNCLE SAM—WHERE THERE IS MONEY TO BE MADE
YOU'LL FIND A YANKEE.

ON THE MARCH TO WESTERN CANADA
(FROM PHOTO)

THOUSANDS OF U.S. SETTLERS
MOVED TO WESTERN CANADA
IN 1902 & 3
Last Best West

- Settlers were enticed to come here with the promise of free land

- British, Americans, German, Swedes, Ukrainians, Dutch, Icelanders, Norwegians, Russians, & others
“NOW THEN, ALL TOGETHER”!
Last Best West

- On the following slides are images associated with the Last Best West immigration advertising campaign that was launched by Clifford Sifton & the Laurier government.

- As we view, make note of the various pull factors contained within them that was intended to showcase Canada as an attract place to live for the prospective immigrants.
ASSISTED PASSAGES
ARE GRANTED BY THE GOVERNMENT OF
CANADA
TO FARM LABOURERS, FEMALE DOMESTIC SERVANTS & OTHERS
BY THE MAGNIFICENT STEAM-SHIPS OF THE
ALLAN ROYAL MAIL LINE
FREE GRANTS OF LAND
GOOD WAGES, CHEAP PROVISIONS,
LIGHT TAXES, FREE SCHOOLS.
The country for agriculturists
Tenants—Improved Farms at a new be purchased at from £4 to £10 per acre.
Canada is now supplying the Home Market with live cattle,
Meat and Farm Produce, with excellent profits to the Canadian Producer.
Pamphlets and maps gratis.
For full information apply to the Canadian Government Agent
W. ANNAND, 31 Queen Victoria Street LONDON, E.C.
FREE FARMS FOR THE MILLION

DOMINION OF CANADA

FREE FARMS OF 160 ACRES
Given to every male adult of 18 years and over, in the great Fertile Belt of
MANITOBA, CANADIAN NORTH-WEST AND BRITISH COLUMBIA

VAST COAL FIELDS AT CONVENIENT DISTANCES.

GRANTS FROM 100 TO 200 ACRES ARE OFFERED IN OTHER PARTS OF CANADA.

The Canadian Pacific RAILWAY

Great Wheat Fields
OF MANITOBA, WESTERN CANADA AND BRITISH COLUMBIA can be reached.

ARCHER BAKER.
THE NEAREST BRITISH COLONY

CANADA

FREE GRANTS of 160 ACRES
GIVEN TO SETTLELS IN THE FERTILE, ARABLE AND CROPPING PRAIRIE LANDS OF MANITOBA
AND THE NORTH-WEST TERRITORIES,
ASSINIBOA, ALBERTA, SASKATCHEWAN, AND ATHABASCA.
GRANTS OF 100 TO 200 ACRES ARE ALSO OFFERED IN OTHER PARTS OF CANADA.

WESTERN CANADA
THE NEW ELDORADO

HOMES FOR EVERYBODY
EASY TO REACH
NOTHING TO FEAR
PROTECTED BY THE GOVERNMENT

WHEAT LAND
RICH VIRGIN SOIL
LAND FOR MIXED FARMING
LAND FOR CATTLE RAISING

WESTWARD THE STAR OF EMPIRE TAKES ITS WAY
THIS IS YOUR OPPORTUNITY
WHY NOT EMBRACE IT?
The Last Best West

Canada in the Twentieth Century

Western Canada

Vast Agricultural Resources

Homes for Millions

Own Your Own Home in Canada and apply for a Ready-Made Farm to the nearest Canadian Pacific Agent.

Canadian Pacific
Last Best West

- We have examined the campaign to promote Canada which enticed immigrants with nothing but positive characteristics.

- In actuality, life in the Canadian West was much different for the new immigrants than what the posters and the media set it out to be.
Hardships in the West

- While Sifton advertised that settlers could claim up to 160 acres of free land in Canada, they still had to pay a land registration fee of $10, purchase equipment and animals for the land, not to mention the cost of building shelter.

- They land itself wasn’t the flat, rich, bountiful scenes depicted in the posters, it was mainly vast open land, often very rough and rock-strewn or covered in thick brush which had to be cleared.
Hardships in the west

- Because many settlers couldn’t afford to build houses out of lumber, they had to construct homesteads from the prairie landscape called a soddie.

- They were also required to plant, tend, and harvest the crops which faced many challenges such as early frost, drought, summer heat, hail, grasshoppers, locust, & fires.