

a result of the fact that children are less economically useful in modern urban industrialized societies. In primitive rural societies large families still serve as a kind of substitute for social welfare. People in developed countries can see positive economic benefits in limiting the size of their families. People in poor countries, who have nothing to gain, cannot make the same calculation. Only when standards of living begin to rise do people decide to control population growth.

Let me turn to another aspect of life on this crowded planet of ours - the magic letters GNP, Gross National Product. For as long as any of us here can remember, I'm sure, what we call our standard of living has been measured by the GNP, that is, measured in large degree by the amount by which we increase our use of natural resources each year. Legitimately, quite properly it seemed, all nations have sought to improve the conditions under which their people live and they have done this generally by more mining, more construction, more manufacture, more services, more consumption of fuels.

We must recognize the justice of the desire of underdeveloped nations to grow and prosper. Canada, as you probably know, declared her intention to move toward the United Nations target of 1 per cent of GNP for development assistance.

But at the same time we must recognize that the world's resources are limited and that waste, and fad production, and production with what we call built in obsolescence are now very dubious goals for any society to pursue.

Rather we must turn our attention to matters which were until recently, of little consequence in our lives. Recycling, to name but one. And I suspect that Canadians have now begun to reject the idea that each year we must always have new and different products pouring out of the cornucopia of our immense industrial system. Canadians, I think, are not so anxious for the magic word new in the products they buy. Increasingly they are asking for products which last.

In short, we may have begun to change our idea of what the good life really is.

But if Canada has, as I suspect, begun to rate quality over quantity in our society, let us not automatically adopt the view that the nations of this world who are now hungry and poor will necessarily share our view.

To its very great credit the Stockholm Conference has begun to face the multiple challenges of rising population, limited resources, and legitimate ambitions of the underdeveloped to develop and increase their resource use.