

develop this program as the result of experience and by carefully approaching the planning on a regional and community basis, after agreement has been reached in principle in the agreements signed with the provincial governments.

We also discussed the question of the advisory committees, and I might inform the minister that our organization is intending to co-operate with the Canadian Federation of Agriculture in offering any advice the minister would welcome from these organizations in the administration of this act and in relation to particular circumstances in any particular community.

In addition, we have to have much wider publicity and better public relations. We have to get a larger number of people understanding the principles of co-operation and their application to an act of this kind. That is going to require improved public relations on the part of the minister's department. In some respects we have fallen down in that direction.

I would suggest that not only is it necessary for the minister and his officials to address bodies of national organizations but, so far as possible, to get their men out in the field in the various provinces so that the presence of the federal government in the application of the act is felt right in the rural communities.

As I said before, there is much room for research on a regional community basis; and I have one other suggestion to make before I sit down which, as a matter of fact, comes from the organization the presidency of which I have been entrusted with for another two years. It has been endorsed by that organization and by several members of the faculties of universities throughout Canada. In short, there is a need for a college of conservation.

I see that this idea has almost been started in Quebec by some summer school. I do not know whether it receives a grant from the provincial government or not, but it is a summer school to teach the principles of conservation in relation to the development of the rural community.

I am not suggesting any large expenditure of money, but I do suggest there is a place in Canada for a college of conservation, erected under the correct circumstances, with the right environment, with provision for the teaching of, say, 50 students, including overseas students in Canada, and which might have a skeleton staff of not more than

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10—maybe less; maybe five—I do not know. Such a college could ask the co-operation of universities across Canada for guest speakers to attend on the basis of lectures to be given for a week or 10 days on particular subjects. In my opinion this would be inexpensive.

In the first instance we have the material. We have the personnel in the various universities and organizations interested in the development of this act and its administration. In fact, it might be possible to offer some sort of diploma, or associate diploma, for study extending over a year, 18 months or two years. I am not clear at the moment as to the length of the course, but it should be something that could be given to young men and women interested in the development of rural rehabilitation in this country. This would provide an opportunity for a large number of young men, who are not concerned with going to universities and having academic qualifications, but who are interested in the problem and who would be able to take advantage of this, more or less, vocational training.

It would also serve the purpose of giving overseas students an idea of our approach to the principles of conservation. It would give an opportunity to many young Canadians to serve Canada and their own communities, and to serve them according to the principles of conservation and co-operation in the administration of the act itself. With those few words I resume my seat trusting that hon. members opposite realize I have not trespassed too much on the time of the house.

Mr. Heath Macquarie (Queens): Mr. Speaker, I wish to say just a few words about this measure. Coming from a province which, as the minister well knows, has taken a great interest and done much research, and launched many studies in this field, a province the land of which is perhaps more fully utilized for agricultural purposes than any other portion of the country, I could not but be interested in this measure. I would like to say in passing that, so far as I have been able to observe, the minister has shown an interest in the problems concerned, and I wish him well in his endeavours.

I am not quite content with the word rural. I do not want to elaborate on my views at this stage of the discussion, but I wonder if it might not in certain areas be a bit exclusive in a sociological sense.

The reason I rise is to commend an initiative in this very important field of ARDA, as