

associated with us in the war. That will be done under the direction of the supply board, of which Mr. Shaw is chairman. But the work will actually be done by these staffs, and if you will permit it, Mr. Chairman, I should like the committee to be free to discuss along with the question of marketing the whole question of the necessity for greater production because of the war, because marketing has a special meaning now with reference to making arrangements with the British government for supplying our products.

Mr. SENN: That is what I had in mind. The committee should be enlightened on a number of questions having to do with the organization of the department for war production, the policies contemplated or in effect, the information that is being given to the public to stimulate greater production in certain lines. With the minister's assurance that we can discuss all these matters under marketing, I am perfectly satisfied.

Mr. ROWE: I agree with the minister's suggestion that much of this discussion on production might be postponed until we reach the marketing item. Nothing is more calculated to discourage necessary production in this country, especially of bacon, than what has happened in the way of importation of United States bacon. However, I will leave that subject until we reach the item of marketing service.

This production service is closely allied with the subject of experimental farms and the educational advantages to be derived from departmental services in general. I agree that the government is justified in reducing expenditures wherever it can, and particularly those relating to fairs and exhibitions. But there is now a greater necessity than ever for the intelligent application of science in the production of agricultural commodities. Hardly anything is more vital to our war effort. We face a shortage of labour, and probably, increased costs of gasoline and all that it takes to produce foodstuffs for the war. While I agree with the reduction of expenditures on many items, I would recommend that this branch of the department be careful about reducing expenditures having to do with scientific methods of production.

The department might be wise to give consideration to a broadcasting service to the farmers of this country for fifteen minutes or half an hour daily. The cost should not be excessive. From time to time we receive pamphlets and blue-books containing excellent articles written by the efficient technical officers of the department. But, I regret to say, too often these publications are not read, and

in my opinion such valuable information as they contain could be more effectively distributed through daily or twice-weekly talks, which would have a far-reaching effect in assisting farmers to achieve a high quality of product and economies in production. The talks might deal with such matters as the handling of live stock at certain seasons of the year, namely the late fall, early winter, early spring, late spring, and early summer; the handling of dairy cattle in the fly season, of sheep and lambs in the early spring, and of lambs in the early fall or at the weaning period. We have from time to time an accession of new farmers and their families who have had no agricultural background and who would benefit considerably by a service of this kind.

In the early part of the season many farmers are endeavouring to produce fruit, vegetables, butter, poultry and eggs. A programme of seasonal education by radio broadcasting could be inaugurated with great advantage to the industry generally and at a reasonable cost, which could be financed through some of the reductions which are being made, I may say wisely, in other directions. No doubt there are expenditures which are quite justified in normal times and might be renewed after the war, but which even the minister would not attempt to justify in these difficult days. A service having to do with the science of more economical production of commodities so essential to our war effort should not be reduced; on the contrary it should be supplemented by a broadcasting system of the type I have mentioned. Almost every farmer has a radio, and at a fixed time of day, say the noon hour or at any other period which seems appropriate, daily talks by the heads of the various branches of this department would have far-reaching advantages in encouraging more intelligent methods of production.

Mr. GARDINER: As to the suggestion which has just been made, we have had a radio service since the early part of 1939. This radio effort is centred principally on a half-hour farm broadcast given daily. It was started as a result of arrangements between the department and the Canadian Broadcasting Corporation. The first broadcasts were in Ontario; the service has since been extended to the maritime provinces, the prairie provinces, and throughout Ontario and Quebec—three different sections. It has proved of great value in supplementing press publicity. The latest marketing quotations for different farm products are given, together with talks prepared by the press and publicity section from information supplied by the different branches of the department. Particular stress is laid