

that the country life has advantages they cannot receive in the city it would be a great assistance. At the present time the Department of Education of Manitoba are attempting to change their curriculum to make it more in line with the times, and to build that curriculum on the fact that Manitoba is an agricultural province, and that agricultural economy is what these boys and girls have to consider.

Mr. DUPUIS: Mr. Chairman, I am glad that Mr. Bouchard and others have brought up that very important question of interesting our rural population. I would like to bring attention to another angle of the question that would be very beneficial to the farmers. I am speaking now of the farmers of Quebec. Very substantial progress is being made among the farmers in our province to improve their farming methods, and their method of marketing in respect to selection and grading of products. Not only in our cities, but in our rural districts as well we have to take account to-day of science, perhaps I should say of the caprice of the consumer. For instance, take the question of potatoes: Well, we produce a very good product in the province of Quebec, but just because of the absence of proper grading we find that the best selling potatoes in the province of Quebec in the Montreal market are those produced in the eastern provinces. I may say that I know some jobbers right there in Montreal who take advantage of the negligence of many of our farmers, they buy their potatoes at a low price, take them into their warehouses and grade them and put a tag on them as eastern province potatoes selling them as "Green Mountains" or something of that kind. Well, that is one sort of thing that could be brought to attention through the medium of a radio broadcast. Then, I saw in the press the other day an item to the effect that our Canadian commercial agent in England had stated that our failure to attract the English consumer is due especially to the fact that our Canadian farmers—now I am speaking of Canadian farmers at large—do not pay sufficient attention to the use of attractive packages, wrapping, grading and all that sort of thing which is necessary to make our products attractive to the consumer in the old country. Well, I think that is a thing which should be brought to the attention of the farmers throughout Canada. I think we should stress that point to every farmer in Canada; that we should pay more attention to packing and grading of all the products we have to market; for instance, our fruits, our cheese, and so on. To accomplish this purpose it might be desirable to have someone in authority speak on the radio frequently to get the idea across. And another thing, Mr. Chairman, I think our associations of farmers should send a qualified representative to England, or to Sweden, or to Denmark, to go there to learn their methods of packing their products. I think such a course would result in a very great and important benefit to the farmers of this country. We know very well that the Swedish government have made tremendous progress in recent years in respect to the co-operative movement. I know that we have a certain amount of co-operative organization in our own province, but they do not begin to approach the high level that has been attained, for instance, in Sweden. I think too much stress cannot be laid on the importance of sending a representative of the farmers themselves overseas so that he may be able to study the methods which are proving so successful in Sweden and countries of that kind where they have made great progress in the marketing of their products, particularly with respect to the preparation of the products for export. I think we should teach over the radio the importance of union among our farmers; and now I am speaking more particularly about the farmers in the province of Quebec who have nothing to envy the farmers of other provinces in so far as their endeavour and their desire to be up-to-date is concerned. I think it is of tremendous importance that the farmers should

[Mr. W. E. Gladstone Murray.]