

Supply—Industry

must be designed in accordance with the needs and wishes of the Canadian people.

Canada should follow the example of certain small European countries, like Denmark, Sweden, Switzerland, and try to develop original products, to design new products different from the ones offered by the large-scale American production. Not only shall we then have large industries involved in mass production, but also medium-sized and small industries scattered throughout the country, which will provide both the Canadian people and foreign countries with typically Canadian products, that is, adjusted to our special conditions.

I visited Russia recently along with some of my colleagues of the House of Commons. Two things struck me in particular: on the one hand, the great emphasis laid on research, because in the longer run, the prosperity of a country depends on the research and studies and, second, the effort made to adjust such research to the special needs of a huge country which has a great variety of resources and great differences in climate. Canada could surely manufacture products which could be marketed in Scandinavian countries where conditions are somewhat similar to those we find here in Canada. Therefore, any effort on our part in the field of industrial research, so as to design products suitable for domestic use, could also serve to develop a worthwhile export trade. And even on the American market. The American market is a huge market with a tremendous purchasing power and customers are used to some uniformity in current products. But it is also a market where the unusual is sought, as far as some products are concerned, such as furniture, clothing, etc. Therefore, those are the fields in which we could find a very interesting market if we could develop in Canada an original product, and experience has proved this in some fields in Canada. It is useless for us to try to copy blindly what is found in the United States cheaper and better, but if we succeed, thanks to our applied industrial research, in creating new products which are original, either by the quality of the material used, or by their form, or their possible uses, I am convinced that, located where we are, at the gate of that economic giant, we could step up considerably our exports to that country.

We would thus reach a double objective: we would serve the Canadian market better with products created with the needs of Canada in mind and we would have access

[Mr. Tremblay.]

more easily to that huge American market. At the same time, we would enable small and medium businesses, which lack capital for industrial research, to benefit from those laboratories for the production of some interesting products.

Therefore, I am convinced that the house will give very special attention to the increase needed by the Department of Industry in the field of research and it is to be hoped that such research will serve the real needs of the Canadian economy, in short, that such research will not be done only at the federal government level but that all the provinces, following the example set by Ontario, will become more and more active in the field of applied industrial research. Thus, we will be able to have in Canada what many people want, namely an industrial development more and more adapted to the real needs of the Canadian people. That might be the way for Canada to achieve an industrial development which will be truly ours and which, at the same time, will complement the economic development of the United States which we all admire.

Some hon. Members: Hear, hear.

• (5:00 p.m.)

[*English*]

Mr. Herridge: Mr. Chairman, I realize that the time allotted under the rules for the discussion of estimates is slipping away much faster than many members of this house realize. Therefore, I will take this opportunity to treat the subjects on which I wish to speak on a somewhat wider basis than I originally intended.

First of all, I will say that I appreciated the minister's statement and, shall I say, the optimistic predictions he made with respect to the future in the field of research. I trust they will be fulfilled. The total estimates which we have before us amount to \$86,068,000 which means an increase of \$14,827,000 for this year. I trust this will provide the funds to give effect to the guidelines proposed by the national conference on "Pollution and our environment" sponsored by the Canadian council of resource ministers. This Conference was held from October 31 to November 4 of this year at the Queen Elizabeth hotel in Montreal. I am told that about 600 experts attended this conference on pollution and there were about 400 observers, including several members of parliament from all parties in this house who are particularly interested in this problem. In this connection, I wish to quote Dr. John P.