

efficient, still has four letters, but for the efficient those letters are capitalized.

The general attitude toward work has changed as we have moved from a rural society to an urban society. Throughout the past 200 years man has discovered continents, has moved swiftly ahead scientifically, has entered the atomic age and has landed on the moon, and yet no man has discovered anything that can offer any individual more personal satisfaction than the weariness achieved after an honest day's work. The change in attitude from the time when work was a source of pride and joy to the present time when it is too often thought about negatively, occurs in every country as it industrializes.

Rural living and its internal economy, where each and every family had to grow and harvest its daily bread, brought real human dignity. The trend from rural living to urbanization and an external economy has meant that people can no longer associate themselves fully with the finished commodity. It cannot be different because, for instance, how can anyone on an assembly line gain a real sense of accomplishment when each job is such a small part of the finished product?

I concur wholeheartedly with the Speech from the Throne, Mr. Speaker, and yet I feel very strongly that we, as the Government of Canada, have a two-fold challenge when we think and talk about unemployment. Our attitude cannot be that work is a burden to be endured or avoided, but rather is a source of pride. It is our duty not only to stimulate the economy by providing more jobs, but we must also seek the means to create a greater desire in the populace to be employed.

I have mentioned our people and their general attitude toward work, but living in a constituency such as Malpeque where family livelihood depends upon the will of nature means we must approach our daily life in a very positive way. The wind, the rain, and the cold can play havoc in very short order. If we are unable to adjust to prosperity or the lack of it year after year, we are in real trouble. In Malpeque we have grown with the built-in knowledge that it is not the high cost of living that creates hardships, but rather the cost of living high. Perhaps my constituents can offer this little gem of wisdom to all other Canadians.

Our closeness to the land and the sea have left their mark on the heritage of all islanders. And so too have the small communities that bind us together. In my constituency, Mr. Speaker, the largest town has a population of just 1,200 people. Yet it is, nonetheless, a town. Neighbours learn the traits and habits of neighbours. We learn to co-operate and work together, and all of rural Canada has been built in this way. Mr. Speaker, I know what neighbours mean. I am in Ottawa while my wife and family remain in Norboro, a rural community, and yet I live in Ottawa confidently—not that I lack concern for my family, but rather because I have the firm confidence that should the most minor need occur, my neighbours will heed any call for assistance.

Some hon. Members: Hear, hear!

The Address—Mr. Wood

Mr. Wood: In 1975, in his Mansion House speech in London, England, the Prime Minister of Canada expressed it so well:

The key, as in all accomplishments of worth, lies within the scope of individual men and women. It is found in their attitudes toward others.

More recently the Prime Minister has asked Canadians to re-examine their attitudes. I agree wholeheartedly. We, as Canadians, must learn to cope with less energy, less capital and, indeed, with less.

Some hon. Members: Hear, hear!

Mr. Wood: It is in this spirit that I want to talk of Canada, and tell Canadians from all parts of this country of how Canada has helped maintain the best of our past, while pursuing the best for our future. In Prince Edward Island the Comprehensive Development Plan, a co-operative effort between the Department of Regional Economic Expansion and the government of my province, has pursued the spirit of co-operation in a model program to be studied by the other provinces of Canada.

The Government of Canada has helped the people in Canada's littlest province to renew their faith in themselves by assisting farm families building industrial malls to promote small manufacturing and processing industries, and providing marketing support for basic producers. What Canada has meant to us is not just the opportunity to develop as we want to develop, but the encouragement and the help to do so.

Under the long term Prince Edward Island Plan, Mr. Speaker, the federal government pays 90 per cent of the cost, not for projects designed in Ottawa, but for projects designed by islanders and for islanders, with a sense of our heritage and our values. Mr. Speaker, I believe that the premier of our island province has, by initiating the Island Development Plan, allowed Prince Edward Island to confirm that being "little" can well mean being "big". In saying this I would like to note as well that this is not a one-way street. In helping us to make these things happen, and I am sure similar things are happening in other provinces, Canada is truly investing in its own future.

The inventiveness of islanders as they pursue small but satisfying development, is of value to this nation. I would like to challenge any province of Canada to lay claim that it has outdone my little province in the field of resource experimentation, and the recent development of alternative sources of energy from the sun and wind.

Some hon. Members: Hear, hear!

Mr. Wood: Federal-provincial relations are the key. If any province in Canada lacks the foresight to obtain a key to unlock the door of development of its resources, no matter in what aspect of the economy, it is not the federal government that is to blame, for in Prince Edward Island we are keenly aware of the avenues available to us once that door has been unlocked. This is not to say that we have all the answers, for indeed we do not. It is to say, however, that I am proud of my