

to make drastic adjustments intelligently and efficiently, they may lapse into a condition of poverty and apathy. It is the responsibility of our society to ensure that people are helped to adjust to new conditions. They cannot be left to drift without avenues along which they may pursue a satisfying destiny. We, as a society, must accommodate intelligently to the radical changes in the social and economic life of our country — changes that have resulted from major technological advances in all sectors and particularly in food and fibre production.

A realistic programme of rural development for all areas of Canada clearly cannot rely solely on measures of land-use improvement, soil and water conservation and primary-industry development. Important as these programmes are, nevertheless there are hundreds of thousands of rural families who will not benefit materially from them, even though they may be highly successful in increasing productivity of our lands and waters.

These are the facts on which the second ARDA agreement was based. This agreement, to run for a five-year period, from April 1, 1965 to April 1970, was formulated with the provinces on the basis of the experience gained during the previous three years. The new agreement provides for a wide range of social and economic programmes to meet the conditions that exist throughout the rural areas of Canada.

RESEARCH ON RURAL PROBLEMS

Research is to be continued into the physical, social and economic problems of rural areas. Land-use and farm-adjustment programmes will be very important under the new agreement. These programmes provide for conversion of farmlands of low capability for agricultural use to more effective uses. They provide for assistance in large-scale farm enlargement and consolidation. Soil and water conservation programmes are continued under the new agreement, with special emphasis on watershed conservation and development projects. Land development and primary fisheries development projects have been introduced for rural areas and communities that need special assistance and which can benefit substantially from these types of project.

A separate section of the new agreement is devoted to programmes of rehabilitation, training and re-establishment of people. These programmes will supplement the federal-provincial and federal manpower programmes. They will provide special assistance to meet the particular needs of rural people. ARDA programmes are co-ordinated with the technical and vocational programmes training and with the manpower mobility programmes. Thus, a degree of assurance is provided that all rural people will have full opportunities for training and re-establishment if they choose to enter new occupations.

Under the first ARDA agreement, there was no specific provision to apply the ARDA programme to Indian lands and Indian people. Under the new agreement, the provinces may apply ARDA programmes to Indian problems, and to the degree that Indians are involved in an ARDA programme, the Federal Government will negotiate special cost-sharing

arrangements.

In certain rural areas there is need for a comprehensive and co-ordinated approach to economic and social development. The problems are so acute that normal measures simply cannot hope to solve them. The new ARDA agreement provides for special agreements with any province to organize such comprehensive development programmes. In such specially selected areas, studies and investigations are carried out to determine what the development problems are, and what the potential of the area is. Local people, and this is very important, are involved in planning through rural development committees. A comprehensive development plan is prepared. Special agreements are negotiated for the undertaking of a broad range of projects to increase income and employment opportunities and raise the standard of living of the people throughout the area.

These comprehensive programmes in special rural development areas are a very significant development. They involve a new conception of joint federal-provincial and local government programmes for regional development. The approach is complex, and involves co-ordination among all the governmental agencies whose programmes affect the areas. Equally necessary is the full involvement of the local people in planning the development and carrying out the programmes. This process is under way in a number of areas across Canada, but it is too early to predict the measure of success that will be attained. This work represents a new and dynamic approach to federal-provincial co-operation toward the development of certain rural areas, and its success could have far-reaching effects on the future of Canada....

COAT-OF-ARMS STAMP

Postmaster-General Jean-Pierre Côté announced recently that the fourteenth, and final, release in a pre-centennial floral-emblem series of stamps inaugurated in 1964 to honour the provinces and territories will illustrate Canada's coat-of-arms.

The stamp, which will be released on June 30, 1966, the eve of Canada's ninety-ninth birthday, will serve as a symbolic tribute to the Canadian geographic entity, Mr. Côté said, adding that the design would include a blue reproduction of the coat-of-arms to the right of which, in bright red, would be the 11-pointed maple leaf of the national flag.

Canada's official coat-of-arms, which dates from a proclamation by King George V on November 21, 1921, shows the royal arms of England, Scotland and Ireland and those of France above three maple leaves similar to those incorporated in the "Armorial Ensigns" granted to the Provinces of Quebec and Ontario in 1868 by Queen Victoria. The coat-of-arms includes the British lion holding the Union Jack and the unicorn holding the French fleur de Lis. At the base appears the Canadian motto *A Mari usque ad mare* (From Sea to Sea).