Because of the apparent abundance of water in Canada, there has been a tendancy to ignore or forget the fact that there is a limit to the amount of waste material that can be absorbed by a water-course. The rapid growth of large population centres and the expansion of industry in certain areas of Canada have produced unpleasant evidence of what uncontrolled pollution can do to a river, and this is beginning to change the complacent attitude of Canadians to water. To a certain extent water can, by natural processes, dispose of some waste materials, but there is a limit, both in quantity and type, to what a stream can handle. The goal of wise water-management is the attainment of an acceptable, economic balance that takes into account the many and varied services a stream is called on to provide.