

generate an appetite for more; - an appetite representing a demand that did not exist before. It will raise the housing objectives of the whole community.

Conclusion

I would like to bring my remarks to an end with the observation that every mediocre project that you build represents a lost opportunity and that every good one will generate a demand for more.

The demand for new housing does not rest wholly on per capita income, interest rates or net family formation. It rests in large part on the appeal of what you build. It is within the power of the house building industry to develop the kind of housing that Canadians will ask you to build for them in greater numbers.

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S/A