

of physical and financial resources are limited in relation to the demands upon them. It is therefore important that the resources available be put to the best possible use. The promotion of an unsound business not only leads to eventual failure but at the same time may deprive more worthy undertakings of the means to get established. For these reasons it is important to encourage the careful study of all new projects with a view to concentrating our efforts in those fields which offer the greatest opportunities in the long term. The Industrial Development Branch of my Department is endeavouring to contribute to this objective in providing more complete information on the size of the Canadian market for various products now supplied from abroad. This, of course, is but one of the many market aspects which must be carefully explored if industrial development is to proceed on a sound basis.

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