

### Continued High Level of Housebuilding

If we - all of us together - take the appropriate steps when and as required, your industry can look forward to a high level of house building. To achieve this, some changes of concept and approach may be necessary, but the past record shows that we are flexible enough to meet changing conditions.

The present situation is full of opportunity. In the past the demand for housing has come from growth in population and incomes and stimulation through changes in the National Housing Act. There is, however, a great potential market as yet relatively untapped.

It could be said that the 800,000 new houses built since the end of the war have merely filled the immediate gap created by new family formation since that time. The automobile companies in 1946 and 1947 met the deferred post-war demand with the models they could produce with the tools at hand. By stimulating the market with new designs they kept demand at that high level, and even increased it. They made a future for themselves by creating a different, better and more appealing product; - new style, new design, new techniques, new colours, new engineering, new methods of distribution, new techniques of salesmanship. With these they rendered older models obsolete, and thereby created a whole new market and new extension of demand. Similar markets can be found for housing. New designs, new layout, better homes, will create their own demand. The more significant you make the improvements in design and technique, the bigger will be the stimulus in demand. As soon as the housewife sees coming to the market the house she really wants to live in, she will get it, by one means or another. New homes of this kind will set your industry in real competition with the others, for a new share in the consumer's dollar.

Up till recently, people have bought the kind of homes produced often because they had to. In the future they will buy the new kind of homes you will produce, because they will want to.

A large proportion of the demand for new automobiles comes from people who already own a car, and who want a better one or an additional one. If more Canadians could obtain new types of better housing there would be created new housing demand, independent entirely of population growth and rising incomes. But they will not be interested unless they are aware how much better the housing can be. I do not mean more expensive, I mean just better in design, in relation to nearby houses and in relation to the whole urban environment.

I am suggesting that it is partly up to you - the house builders of Canada - to stimulate the kind of housing appetite that will expand your own future market. In this endeavour one outstanding project is better than ten fair ones. The builders who have well designed and attractive projects will be sought after by the market. But they will not only attract a bigger proportion of existing demand. They will literally create new demand.