

tions, to get our oil and gas and iron ore developed. Nobody drafts plans for collecting other people's money in taxes for investment here. People beyond our borders have furthered our development with their own money.

These investors have favored us, the Canadian people, with that degree of confidence which has induced them to lend their own equipment for our economic progress. Our prosperity, therefore, must depend not on the resources we inherit from our deceased benefactors, the bacteria, but on ourselves.

For the moment, when talk of business readjustment fills the air, our standard of living must depend on our capacity to market our products. This means understanding what our customers want, and producing it at a price they are not too sorry to pay. This applies to our customers here in Canada, no less than abroad.

Convincing The Investor

FOR the longer pull, when we have overcome whatever readjustment awaits us, the maintenance and growth of our prosperity must depend on our capacity to market Canada as a going concern. This means convincing people with spare money that here they will find it pays to invest it. This applies to investors both outside and inside Canada.

These two requirements mean exactly the same thing, looked at from two standpoints. For we can hope for no new investment in a concern, without buyers for its product. Nor can we make the most of our market unless we can assure our customers that the product will go on being made, and improved, at a price always within their reach.

Serving The Consumer

ALL THIS amounts to recognizing the consumer as the one whom the economic system is designed to serve. All people alike are interested in the most efficient economic system, as consumers.

The principle which enables consumers to get the most of what they want is the principle of the free market. The heroine of the free market is the typical Queensway housewife who will go out of her way rejoicing to buy a box of detergent two cents cheaper. (Men may smile at such small-scale economies, but even they may find some satisfaction in paying \$5.00 less for a suit, or \$25 less for a television set.)

Such an opportunity our heroine is glad to discover by shopping around. She would most vocally resent any restriction on her freedom to shop around. Without this vital freedom, all other freedoms—worship, speech, press, assembly, and so on—are shadowy if not impossible.