

products and armament; the *Materials Branch* with industrial development of the products and processes of the iron and steel and non-ferrous industries, as well as of industrial materials or non-metallic minerals; the *Mechanical Transport Branch* with the industrial development of motor vehicle manufacturing, including parts and accessories as well as truck body and trailer manufacturing, and also with railway rolling-stock, agricultural implements and construction equipment industries; the *Shipbuilding Branch* with the development of the shipbuilding complex and heavy equipment industries; and the *Wood Products Branch* with industrial development of wood, pulp, paper, printing, lumber, plywood, furniture and other wood-based products. Within these ten Branches are 33 Divisions, each covering a major segment of an industrial group and directing its attention to one type of industry.

Each Branch is headed by a Director supported by a Deputy Director, and each Division is supervised by a Division Chief; all are specialists in their own field of industry.

Product Design.—The organization also includes a National Design Branch the function of which is to promote good design in all sectors of the economy. This Branch provides administrative support to the National Design Council and together they have prepared a program and initiated projects to assist industry in product design. The Design Centre, which operates under the guidance of these two bodies, is located in Toronto and constitutes a permanent place of exhibition for products of Canadian design.

Area Development Agency.—This Agency, established under the provisions of the Department of Industry Act, is responsible for developing economic intelligence on an area or regional basis and employing programs of development for areas of high unemployment and slow economic growth throughout the country. This is done in co-operation with the provincial Departments of Trade and Industry as well as other developmental and industrial groups within the provinces.

The activities of the Area Development Agency will be carried out at the local level by area development officers, each of whom will be responsible for a group of the 35 areas in Canada that have been designated as in need of industrial development assistance. Each Area Development Officer must be thoroughly familiar with the economic problems peculiar to the areas of concern to him and must serve as liaison with the Department and local industrial, civic and provincial government officials in initiating and sustaining an active industrial development program. Through these officers the facilities of the Department of Industry and of all sources of assistance available at the federal level can be integrated to stimulate economic activity within any designated area.