

The Dominion Drama Festival, granted a royal charter in 1938. It is devoted to the promotion and encouragement of community drama throughout Canada.

The Canadian Handicrafts Guild, incorporated by dominion charter in 1906, has branches and affiliations throughout Canada. It is a benevolent association for encouraging Canadian handicrafts.

The Canadian Guild of Potters, organized in 1936. Its objectives are: The improvement of standards in Canadian ceramics; the utilization of Canadian clays and other materials; the development of public taste as pertaining to the ceramic arts and industries; and co-operation in similar projects.

The Arts and Letters Club, founded in 1908. Its object is to promote the arts of literature, architecture, music, painting, sculpture and drama.

THE SUMMARY

Key Position in Economic Structure

The creative arts stand in a key position in the economy of the whole nation.

The influence stems from the fine arts, extends into commercial works, and has ramifications throughout the trades and services.

Manufacturing is as dependent upon design as upon capital, labour and raw materials. Construction, which is possibly the greatest single source of employment, is dependent upon the architectural arts. The printing and publishing services are dependent upon journalism and illustration. The radio, and all it implies in the way of technical employment, business promotion and public welfare, can function only because of literary, musical and dramatic talents. Transportation and tourism, agriculture, mining and the distribution of the natural resources are tied up less obviously, yet actually, through advertising, with artistic energy.

The essential sources of all these activities should be a vital governmental concern. The absorption of large numbers of men and women into fields related to the arts, would help materially in securing full employment in the post-war period.

(NOTE.—A supplement to this brief gives statistics indicating the spread of artistic influence into mass employment.)

Promotion

In no country is less consideration given to artistic matters than in Canada. This situation could be cured by deliberate intention and action. Such has been done in numerous modern states.

For nearly a hundred years France has hinged her internal welfare and her foreign prestige upon a plan of promotion for her designers. Every original thinker, from dressmaker to building engineer, has found, not only opportunity, but promotion through public interest. Within the past quarter century Sweden projected an idea through a national slogan: "Art in everyday things." To this slogan all industry, building and the transportation services rallied. It enlivened every activity and made Sweden a world cultural power. In Denmark the government activated her industries by subsidies to manufacturers for the specific purpose of promoting original design as a national asset. More recently, even in war time, the British parliament has voted large sums for the encouragement of music and the arts with the intention of fulfilling the concept expressed in the new national slogan: "The best for the most."

Through similar government encouragement Canada, with her vast natural resources, could achieve a proud culture as well as a unique world position in industrial development and export. The example of Quebec in endowing her