

Little fault can be found with governments, whether federal or provincial, in their realization of the value of research as is evidenced by the support they give it. Government agencies, the National Research Council, provincial foundations and the universities reflect this interest, supported as it is by substantial financial aid.

There appears, however, to be a gap, lessening perhaps, but nevertheless substantial, between industry and those research bodies which, for purposes of comparison, may be termed public institutions. There are, of course, many companies, mostly large but including smaller research-minded corporations, which contribute substantially to research. They do this through the utilization of their own facilities or by using those research agencies to which reference has been made or by financial contributions to them for research projects.

In 1955, the Dominion Bureau of Statistics conducted a survey of some 2,500 Canadian companies which it considered to be in the medium or large category. Of these, only 377 companies reported research-development programmes either conducted by themselves or "farmed out" elsewhere, chiefly to the United States. An additional 235 companies, the survey indicates, had facilities available to them which involved no expenditure on their part. While no doubt during the past five years this number has increased, yet in its relationship to the many thousands of Canadian companies operating today, the proportion probably remains relatively unchanged.

Research is recognized as an important factor in originating new ideas, new products, new or improved processes, all contributing to new or increased employment. How then can this gap to which we have referred be reduced in order to bring the real and tangible economic results which flow from research within reach of all who can benefit from them?

It is believed that a programme of education and encouragement should be undertaken, fostered and maintained by governments, designed and developed on a continuing basis, to draw attention to what is being done by governments and other public agencies in fundamental research, which should and must continue to lie within their sphere of action, and to the value of applied research which should be shared by governments and industry.

(b) Industrial Design:

In the continuous, competitive striving for progress in our economic system, one of the most important tools is industrial design. Despite the bromide about "building a better mouse trap", the basic design concept is a tool which is too often neglected. Better, more distinctive and original design is needed if Canadian manufactured products are to make progress against competitive products in Canadian and foreign markets.

Improvements in product design are almost entirely the responsibility of industry, but government assistance can be and has been important in leading public opinion and in creating an awareness of which is good in design. The Association has supported the activities of the National Industrial Design Council and hopes that these efforts are to be broadened and intensified. It is believed that the promotional work of the Council will be more effective and better co-ordinated with other activities of government under its new auspices, working in conjunction with the Design Branch of the Department of Trade and Commerce, than under its previous organization as an appendage of the National Gallery.