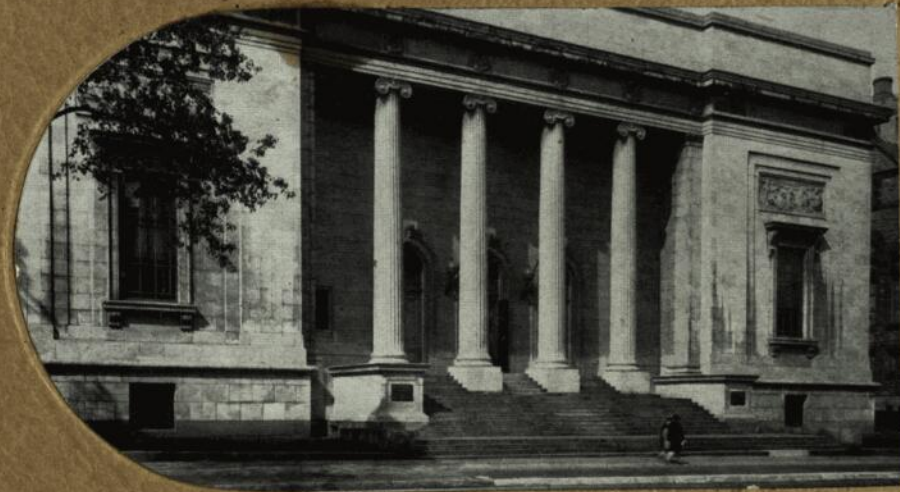
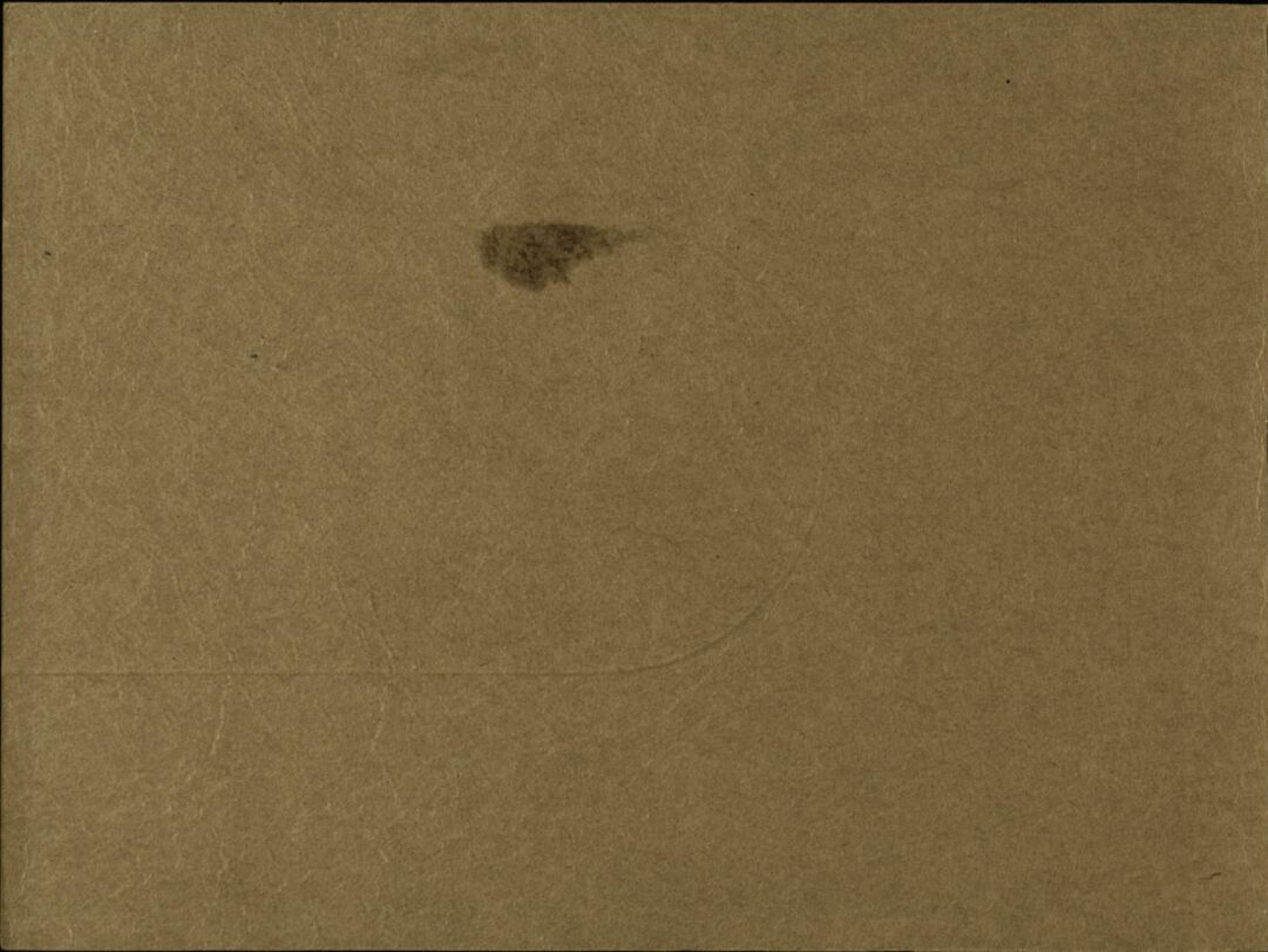


**ART FOR
INDUSTRY**



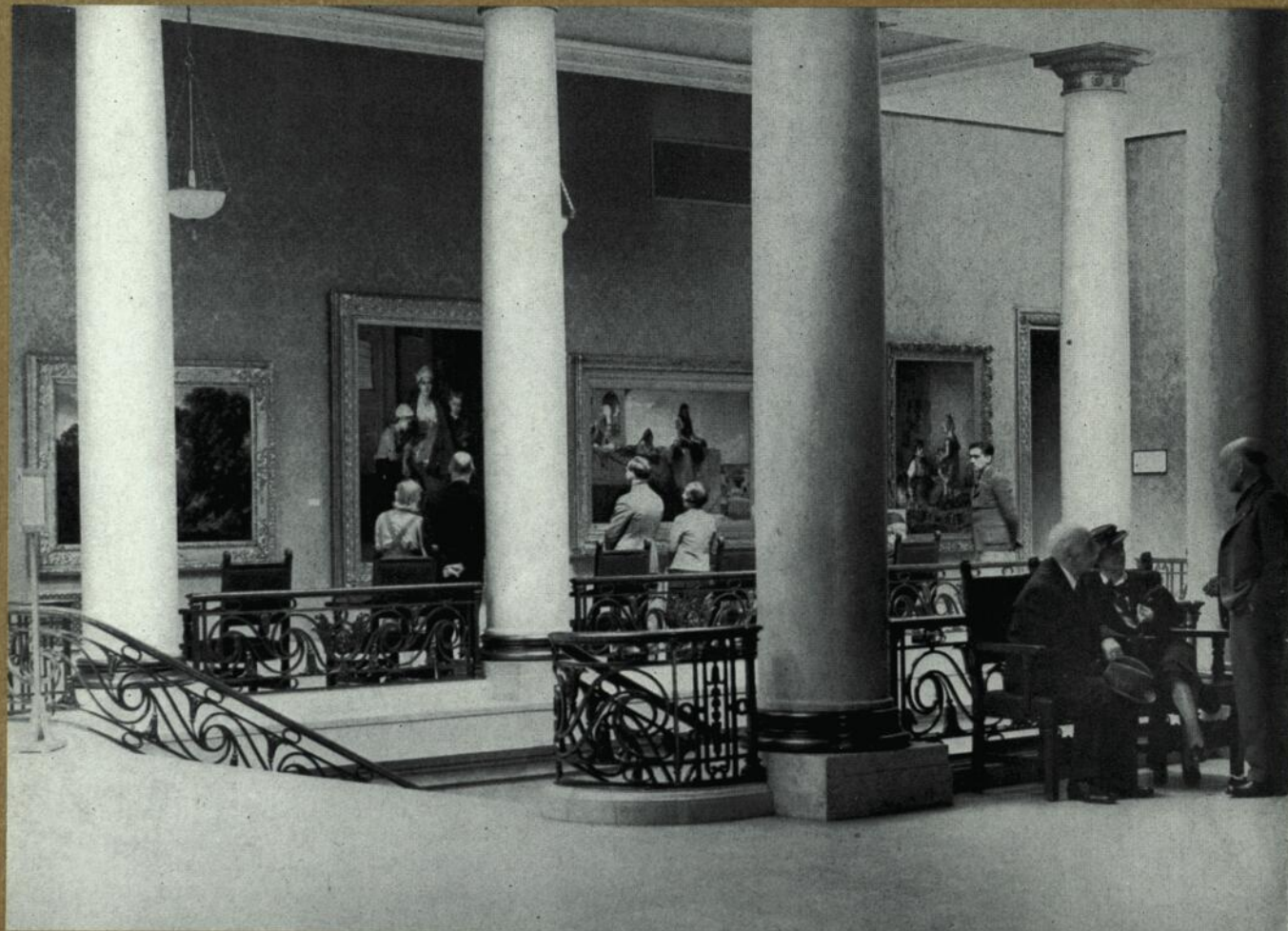


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A R T F O R I N D U S T R Y

ART ASSOCIATION OF MONTREAL · SHERBROOKE STREET WEST · MONTREAL



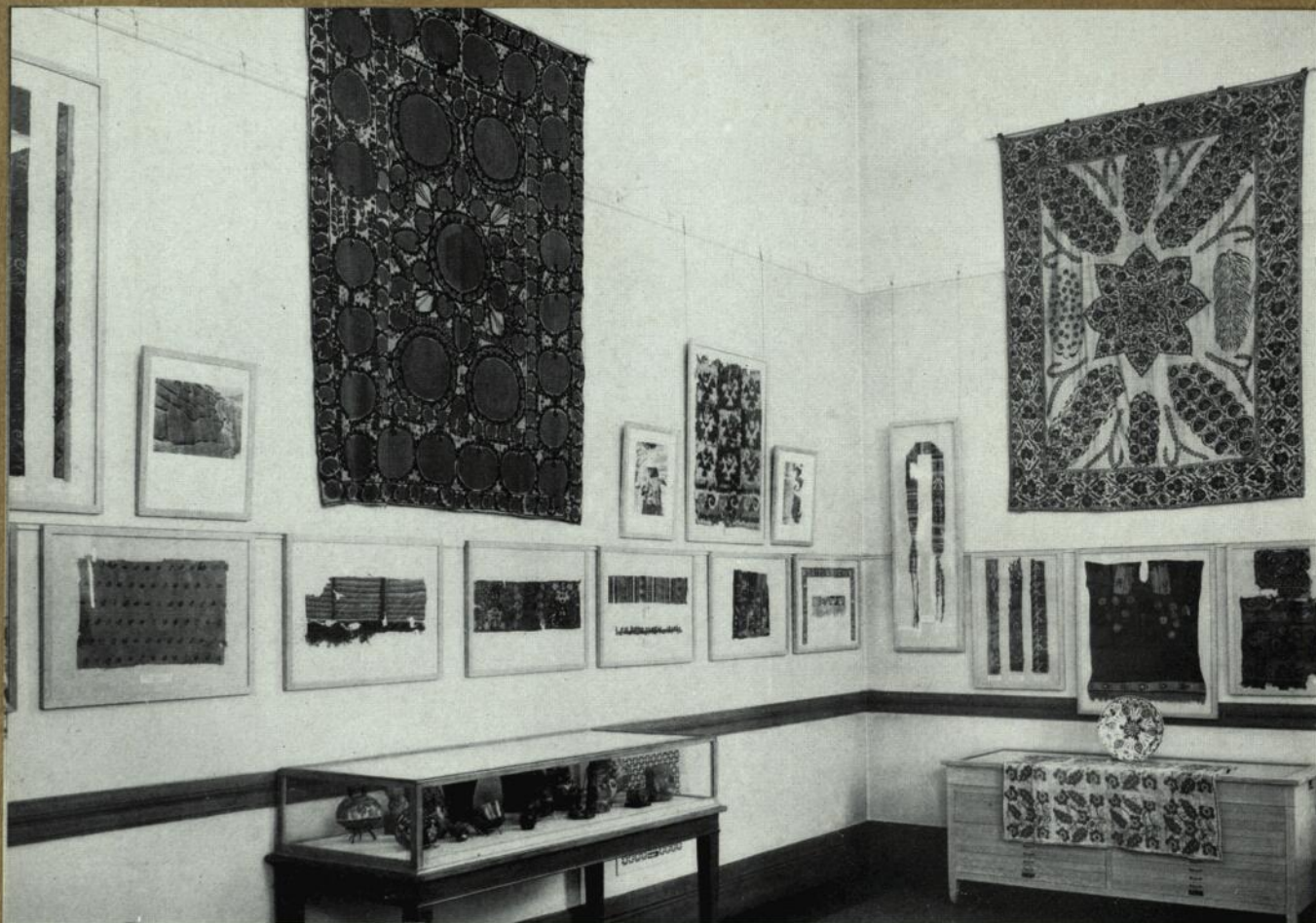
THE ART ASSOCIATION OF MONTREAL

An Educational, as well as Cultural Institution

THE Art Association of Montreal was incorporated in 1860. Its first building on Phillips Square (1879) was erected through the generosity of Benaiah Gibb and other public-spirited citizens.

The present building, (1912), designed as a Picture Gallery and Museum of Fine Arts, and the additional wing (1938) were erected by further subscriptions and bequests.

The permanent collections, gifts of the friends of art, are a recognized feature of our cultural life, and an attraction for visitors, worthy of a population of 1,200,000. In 1942, 150,000 people visited the galleries and museums, which are open to the public, free on three days a week.



A few of the thousand textiles in the permanent collection

**THE ART ASSOCIATION OF MONTREAL
APPEALS FOR FINANCIAL SUPPORT ON FOUR GROUNDS**

1. AS A CULTURAL NECESSITY IN A CITY OF WELL OVER A MILLION PEOPLE

There is in every considerable centre of population a natural desire, one might almost say a hunger, for the finer things of life of which beautiful pictures, statuary, and objets d'art form a conspicuous part.

Where else can people with a longing for such things and who cannot afford to possess them turn to satisfy this side of their natures?

2. AS AN EDUCATIONAL INSTITUTION IN THE REALM OF THE ARTS

The filling of the demand for things of beauty carries with it the necessity of encouraging the study of art and the teaching of painting and its allied arts, especially to children, in order to develop an art indigenous to the city and district.

3. AS A NECESSARY ADJUNCT TO BUSINESS

The manufacturing business of Canada cannot be developed to its greatest potentiality without museums of fine art available to designers of industrial products as an inspiration to original design in order to compete with





materials and products produced in countries which have advanced further in facilities for the study of what the master craftsmen of the world have made and are making. Industrial art requires the inspiration of a fine arts museum in the presentation of products through advertising, packaging, etc., especially where colour is to be used.

4. AS A TOURIST ATTRACTION

A metropolitan city like Montreal has much to gain by attracting tourists. One of the essential means of doing so is to have things of interest for them to see. Art galleries are a prime attraction of this sort, as they are readily accessible, can be seen at little or no expense, and draw large numbers of sightseers.

AN APPEAL FOR ASSISTANCE

The Art Association of Montreal receives no annual grant from the City of Montreal nor does it receive a grant for maintenance from the Province of Quebec, although the Province has recently made a grant to the Association toward the expenses of its educational work. The Association is dependent upon the fees derived from membership and special contributions which it is successful in collecting from time to time. Under present conditions it is difficult to maintain the membership although a particularly strong effort is being made at this time to gain new members.

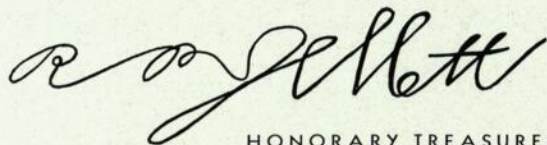




On the third ground mentioned, the Association does not hesitate to appeal to the larger business concerns of the city for financial assistance, and its efforts in this direction are already meeting with a fair response. It is understood that the Metropolitan Museum of Fine Arts in New York would never have been what it is today if the leading financiers of the city had not realized many years ago that business in the United States needed to have at the disposal of its designers the tens of thousands of articles of artistic value, specimens of textiles of all countries and from early dates, ceramics, carvings in wood and stone, and specimens of great refinement in the treatment of metals of many varieties, which Art Museums collect.

The maintenance of the Art Association and the increasing of its collections seem to be necessary to the

City of Montreal, and it is not too much to claim that the Association is entitled to support from the corporations operating in the city or having their head offices here. Any moderate sum of money which may be paid by corporations to the Art Association for its support could justifiably be considered as properly chargeable to operating expenses rather than as a gift or benefaction.



HONORARY TREASURER

*8th Avenue
Sept
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