

CANADA

TODAY / D'AUJOURD'HUI

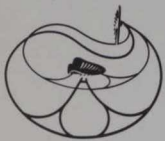


VOLUME NINE NUMBER SIX NINETEEN SEVENTY-EIGHT

A Canadian Catalogue of Elegance

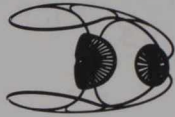
Canada exports elegance—understated, simple and sometimes expensive. In this issue of CANADA TODAY/D'AUJOURD'HUI we look at our elegant side.

Rocking Chair



The Lishman rocking chair may be the most beautiful rocking chair in the world. William Lishman, a sculptor in Black-

stock, Ontario, designed it in 1974. It swoops, it curves, it leans, it rolls. It is as much at home in an airy morning room or a nursery as beside a pool.



It weighs 26 pounds and is made of tubular steel, coated in white polyvinylchloride and held together with

only two bolts. It is 44 inches from front to back and 36 inches high. Its rockers rest 36 inches apart. The seat, cast in aluminum, is a replica of the seat of a 1910 McCormick-Deering harvest grain binder.



The chair, now going into full production, has been selling in white for



\$250 and in chrome for \$450. For the source nearest you, write to William Lishman and Associates, R.R. 1, Blackstock, Ontario, L0B 1B0.

Yogurt with Electronic Sensors

Connoisseurs of yogurt spend hours debating the merits of particular brands and recipes. This one is too sharp; that one separates; a third is grainy. Unless it is chocolate-covered on a stick, children are not likely to cry for it. Rolmex now has North America's first specially designed, high-quality, home yogurt maker with electronic sensors, and it makes first rate yogurt.

It is the Yógourmet, and its yogurt is mild and European-style because it is made in a surprisingly short time. Milk is brought to a boil in the sterilized, heat-proof, two-litre container, then cooled to 110°F (a thermometer is included). The Yógourmet freeze-dried starter is added, and the container is set in the maker, with water surrounding the sides. The Yógourmet has electronic sensors that control the temperature, keeping the water warm and the mixture at a steady 110–112°F. The yogurt is fin-



ished in about four hours, before the bacteria start to die. (Dead bacteria give yogurt an acidic taste.)

The Yógourmet comes with a recipe booklet for dressings, desserts, cheeses and yogurt on a stick (without chocolate). It costs about \$60 and is available in most large US stores. For more information, write Rolmex Electro, Inc., 2334 boulevard Marie-Victorin, Varennes, Québec, J0L 2P0.

Karsh on the Barrelhead

Not all Canadian art is rooted in Canada. Yousuf Karsh, the celebrated photographer, is a travelling man, and he takes his pictures wherever his client feels at home. The more relaxed the

subject and the more Karsh knows about him, the better the result. Some past results—such as his portraits of Churchill and Jackie Kennedy—have been sold to millions. He now focuses on only one subject a day. If you want to be one, apply to his studio in Ottawa. The fee, we are told, is a secret Karsh shares only with his client.

If you cannot afford him directly, you can have him indirectly by buying his new book, *Karsh Canadians*, University of Toronto Press, \$27.50.

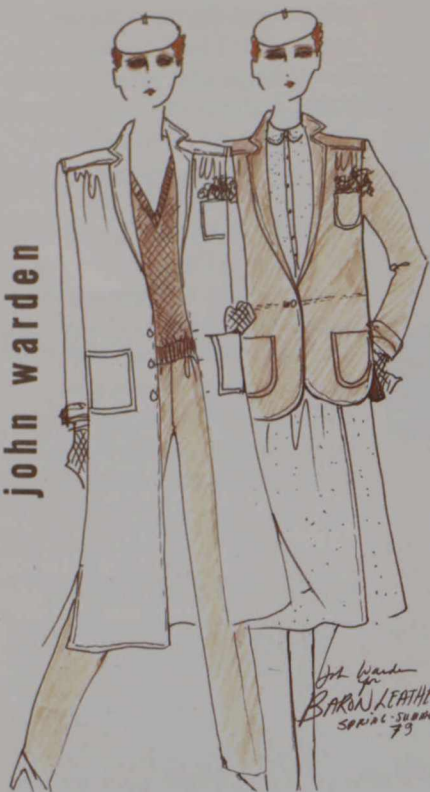
Indoor/Outdoor Furniture

The classic, classy furniture of a small, new company in Causapsal, Québec, has won a \$3,000 Design Quebec Award. The white-cedar furniture has rounded edges and sloping chair backs. It is held together with wooden dowels. Although the furniture can be and often is used indoors, the wood is treated for outdoor wear, and all of the horizontal surfaces have louvered slots to let the rain run through.

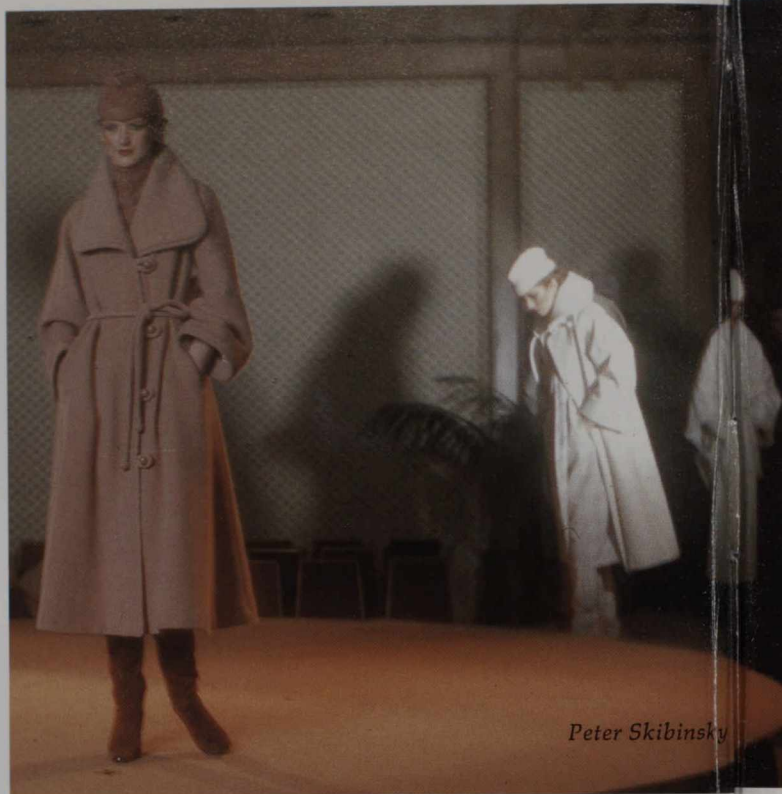
The sets retail for \$500 in the US. To find out where to buy them, write Les Industries Cosap, Inc., P.O. Box 129, Causapsal, Québec, G0J 1J0.



john warden



John Warden
for
BARON LEATHER
SPRING-SUMMER
73



Peter Skibinsky



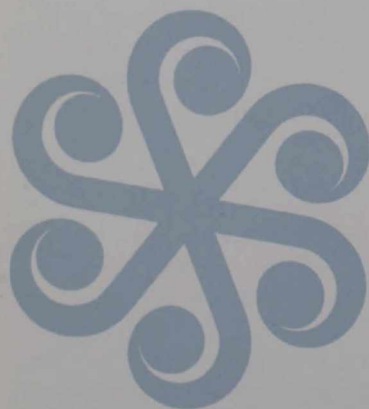
Vali



Fall Flannel

margaret godfrey - bagatelle

F A S H I O N



Once there were no Canadian fashions, only Canadian clothes—warm and serviceable but not exactly the thing. But today buyers from around the world attend Montreal's spring and fall prêt-à-porter exhibitions. (They are held just before the ones in Paris and produced by Maclean-Hunter's *Style* magazine, the oracle of the rag trade in

Canada.) Highlighting each exhibition is the trend show of twelve-dozen garments. Twenty senior designers each display the six garments that best indicate the look, the colours and the character of their new lines. Twelve associates—still without their own labels—each send two garments down the runway.

The trend shows are produced for the Montreal exhibition by the Fashion Designers Association of Canada. The fashion industry employs more than 120,000 workers in 2,300 plants. It is assisted by the Department of Industry, Trade and Commerce. Fashion Canada administers a fashion-design program for the department that includes scholarships, training programs, internships, awards and workshops.

John Warden, chosen as Canada's top designer by US fashion writers, has something for all. In addition to his designs for women and children, he produces a special men's and women's line for Baron Leathers, Inc., coordinating lamb suedes and plongée leather with wool tweeds, silks and wide-wale corduroys. Caps, hats and scarves are all dyed to match and blend with the leather. Take note: the blazers are slightly pegged at the wrist so that the sleeves can be pushed up.

For spring, Canadian designers are discarding the layered look, the peasant look and the big dress look. There is a new, slim line. Pants are so straight, they are slightly pegged; sleeves are set in and detailed; skirts are close to the body. One fashion expert describes it as "Greta Garbo walking through the door."

Claire Haddad, winner of many awards, including the Coty, is the first loungewear designer in Canada to stretch out into the US market. She turns jerseys and voiles, embroidery and silks, laces and malibu into caftans and coordinated separates. She has oriental styling and a design for every feminine mood. Haddad clothes (page one) go to parties or stay at home (but seldom alone).

Peter Skibinsky has three lines of women's coats, all chic. This year's look is clean with shoulders extended. The colours are pastel—especially grey.

Leo Chevalier received a standing ovation when he showed his first major fur collection in New York this spring. (He has, for years, designed almost everything else a woman might want

to wear, from Air Canada uniforms to elegant, soft dresses.) Chevalier furs (page twelve) are classic: understated, with square, broad shoulders, a silhouette that tapers to the hem, straight sleeves and a complete absence of buckles, buttons or other distractions. The furs, executed by Natural Furs of Montreal, are mostly mink, Swakara, fisher, fox and lynx. They are expected to be a tidy part of US imports this year, exceeding last year's \$10 million figure.

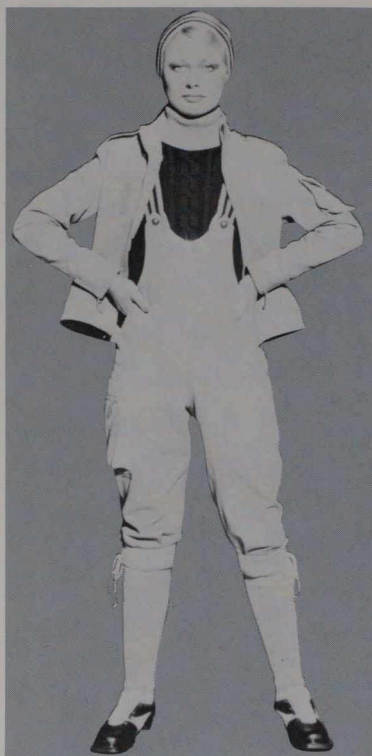
Vali cocktail and evening clothes speak for themselves.

Margaret Godfrey, who emigrated from Liverpool, is Bagatelle's chief designer. She has presented the North American working girl with drop dead chic. The firm has appropriate

clothes for women from 25 to 40, and last year the US members of that great multitude bought Bagatelles worth \$8 million.

Suttles and Seawinds Suttles are fabric scraps. Vicki Lynne Bardon of Nova Scotia converts them into dozens of items—including jewelry rolls (below), quilts, placemats and





cheque-book covers—all made by crafty women working at home. The jewelry rolls are priced from \$12 to \$15.

Ms. Bardon also designs Bardon fashions for women, using tucks, borders, mitred corners and quilting as if they were trademarks. This season there are plums, mulberries, greys and blues. The designs, which have won a Tommy award from the American Print Council, sell in both Canada and the US.

For a brochure, the address is P.O. Box 98, New Germany, Nova Scotia, B0R 1E0.

Lilly Dee

Cross-country skiing is hard work and requires a wardrobe that is warm, dry and light so the skier will not get exhausted.

Obliging Lilly Dee produced the first cross-country skiwear in North America. The pants are knicker-length, in a "breathing material" like corduroy; the knee socks are heavy, a blend of nylon and wool. There are knapsacks and nylon jackets with

many pockets to carry picnic supplies—everyone gets hungry on five-to-twenty-mile jaunts. A nylon vest can be used with the jacket on very cold days or alone on warmer ones.

Elen Henderson

Elen Henderson's little girls really seem to be made of maple

Photos: Pablo Orrego, courtesy Georgetown Leather



sugar and spice. She sells in the United States and throughout Canada, where she has her own boutiques in a major department store chain. She designs children's clothes made of the finest cottons and wools. Each garment is made by one seamstress only, not by a whole line of piece-work ladies.

This year Ms. Henderson has many separates with flouncy skirts, corduroy jumpers with eyelet blouses, ultra suedes and pull-on dresses, which are elasticized at the neck and worn beneath pinafores. A catalogue is available from Elen Henderson Limited, Suite 20, 1262 Don Mills Road, Don Mills, Ontario, M3B 2W7.



Holiday Boots

The Holiday Shoe Corporation lays felt-covered fur under the foot and covers the leg with a knitted lining over foam. Its Bootleggers are warm as well as fashionable. This year they, like other fashionable boots, will have a straight leg, a slim toe, a 3½-inch stiletto heel and bright, shiny leather, such as black cherry, a deep reddish brown. Prices range from \$70 to \$100.



Boulet Boots

The well-dressed Canadian cowboy wears luxurious Boulet western boots. They fit the stirrup as well as the foot and are tooled and stitched with precision. Many are lined with leather.

Each year M. Boulet and his 150 employees make 150,000 pairs of boots worth \$4 million. They are available for men, women and children. The retail prices range from \$60 to \$150. Cowhide boots cost less, and those made from exotic leathers—elephant, ostrich, lizard, antelope and bison—cost more. To get a catalogue and a list of the US western wear stores that carry them, write G. A. Boulet, Ltd., 501 St.-Gabriel, St.-Tite, Québec, G0X 2H0.

British Woolen

The bulky, hand-loomed sweaters of British Woolen Knitters,



Photo: Pablo Orrego

Ltd., warm North American hearts.

The small husband-and-wife business began one year ago on Prince Edward Island. Its hand-operated machinery produces garments with the slight irregularities of hand-knits. Most are loomed in their natural colour, although some are dyed. The natural look and feel of the sweaters is underscored by the choice of wools, all imported from England. There are: an Aran-type wool, which can go into the washer and dryer and is worked in Irish patterns; a hairy, water-repellent wool

from Swaledale sheep, a breed found only in a single valley in Yorkshire; a grey mix from the Herdwick flocks that were grazing in the Lake District when the Romans got there; and an oiled wool that is water-repellent. The sweaters, for men, women and children, each contain 1½ to 2½ pounds of wool and cost no more than \$49 plus duty for the three-quarter length jacket for women. There is no cost for postage or handling. For a brochure, write the company, P.O. Box 25, West Royalty Industrial Park, Charlottetown, Prince Edward Island, C1E 1B0.

No Strings Attached

Mr. Murchie of Murchie's (a conservative) says one's palate changes three times a day; others say seven. For each, you need a different kind of tea. Not to worry. Murchie's has 50 teas, each splendid in its own way.

Russian caravan is smoky and rich; Number 10 blends black and green. Spider Legs is one we've been too scared to try, but Darjeeling is, as anticipated, the prince of teas. Keemon, free of caffeine and tannic acid, is just the thing for the insomniac. These and nineteen other one-ounce packets (each containing a dozen tea bags) can be sent to you in an elegant, gold Queen's Box. They are the selection Murchie's made for Queen Elizabeth II when she visited Vancouver in 1971. (Her favourite is Keemon.)

Mr. Murchie also will give you, at the drop of a teaspoon, precise instructions on how to make a good cup of tea: Use a warm pot and a tea bag, without a string, or a tea infuser. Remove the tea leaves within three to four minutes. Otherwise the tannic acid will take over the taste. Colour is usually



a poor guide to a proper cup, for it is the acid that colours tea, and the most exquisite teas are often pale.

The 1½-pound Queen's Box costs \$11.95 if the teas are loose and \$12.95 if they are bagged, plus \$3.35 for postage and handling. Better still, you can get a brochure listing the prices of all the teas, as well as 3 infusers, 16 coffees and more than 70 spices. Do not expect to find herb teas. Herb teas, Mr. Murchie says, authoritatively, are not teas at all.

Murchie's, which operates six stores in British Columbia, is the biggest mail-order tea merchant in the world, and it accounted for a small, but elegant, fraction of the tea, worth \$2.8 million, that the US imported from Canada last year. Its share is expected to increase when its new one-cup, penny tea bag hits the wholesale export market. A favourite of pensioners for ten years, these bags of orange pekoe are packaged 240 to the pound. The address is Murchie's Tea and Coffee, Ltd., 560 Cambie St., Vancouver, British Columbia, V6B 2N7.

Rafael

Rafael makes fine jewelry. Since he immigrated to Canada in 1970, he has created a worldwide, million dollar business and has 50 artisans executing his 1,000 designs. Some Rafael pieces sell for \$1, some for \$10,000. Most sell for \$30 to \$50. All have certain characteristics: they are bold and avant-garde, and they attract the self-assured. They are wrought of brass, copper, silver or gold and inset with polished glass or semi-precious stones, such as agate, jade, onyx and tiger-eye.

DECORMAG
 Février 1978, n° 22
 Petit budget
 Un aménagement complet
 pour un peu plus de mille dollars

JACQUES CORRIVEAU & ASSOCIÉS



Le design industriel
 Jacques Corriveau et ses associés
 ont créé une entreprise de design
 d'intérieur à Montréal. Au début
 des années 70, il s'agit d'un atelier
 où l'on dessine et réalise des
 meubles sur mesure. Aujourd'hui,
 l'entreprise a grandi et compte
 plus de 50 artisans. Elle a
 développé une gamme de produits
 modernes et fonctionnels, qui
 ont fait d'elle une référence
 dans le milieu du design
 québécois.

Le design est un art qui consiste
 à créer des objets utiles et
 agréables. Il s'agit de trouver
 le meilleur moyen de résoudre
 un problème. Le design est
 partout, dans les objets du
 quotidien, dans les vêtements,
 dans les bâtiments. Le design
 est une discipline qui a
 évolué au fil du temps. Elle
 est devenue une profession
 reconnue. Elle est essentielle
 pour améliorer la qualité de
 notre vie.



Words and Pictures

Décormag, a thick magazine, is published in Quebec in French and English editions. It displays the stylish—for home, office or industry—and covers things well made by man (signposts, for example) and God (houseplants). It has a circulation of 65,000, and US subscribers receive 11 issues a year for \$18. It has won two Mead medals for its graphics. Write 181 est, rue Saint-Paul, Vieux-Montréal, Québec, H2Y 1G8.

Fashion Life first sprang full grown in the pages of *Toronto Life*. It now appears separately, four times a year, and goes as a bonus to *Toronto Life* subscribers. Its style is rather chic

and urbane, and the fashions are as likely to be from Paris or New York as from Montreal or Toronto. To subscribe to both *Fashion Life* and its parent, send \$11 to 59 Front St., E., Toronto, Ontario, M5E 1B3.

Bombardier's Cycles

Can-Am's Motorcrosser holds the world's speed record for 125-cc, 175-cc and 250-cc cycles. It has won numerous gold medals in the International Six-Day Trials. Its steel frame is cheaper, stronger and easier to repair than the usual chrome alloy, and it has a constant-mesh transmission, super shocks and an adjustable fork angle.

Its manufacturer, Bombar-

dier, Ltd., also makes a 370-cc MX-4 and two other motorcycles. One, the Qualifier, has lights for night enduros and a speedometer/odometer. The other, the TNT, is a dual-purpose bike. It has exchangeable wheels for use on the trail or highway, lights, speedometer and rubber-mounted turn signals:

There are 300 dealers in the US. Prices range from \$1,500 to \$1,900.

Dinnerware

Three hundred stores in the United States now sell simple Sial Canadian stoneware. Sim-



Prerequisites for the modern woman
 Accessories that celebrate the season without always robbing the pocketbook

Skin and hair to survive the sun, accessories to celebrate the season, and more of Toronto's most fashionable people



Prerequisites for the modern woman

Accessories that celebrate the season without always robbing the pocketbook

1. Whether you're the right one for all-weather outdoor activities, these accessories are made in a party that's hot and on the rise. Look for them in the fall. In the Summer Store, large sale, \$12.95.
2. Small enough for the smallest bag of accessories, these sunglasses are made in a party that's hot and on the rise. Look for them in the fall. In the Summer Store, large sale, \$12.95.
3. The new hat set. The 1976 hat set is all you need to stay on top of these beautiful, hot accessories. Available in two styles, with and without brim. \$12.95. In the Summer Store, large sale, \$12.95.

Fashion Editor Anne Apple
 Photographed by Barbara Maguire



4. Natural perfume is made with all-natural ingredients and is available in a variety of sizes. The perfect gift for the woman who loves to be surrounded by the fragrance of the earth. \$12.95. In the Summer Store, large sale, \$12.95.
5. The perfect perfume. The perfume that only sells one a day. In the Summer Store, large sale, \$12.95.
6. The perfect perfume. The perfume that only sells one a day. In the Summer Store, large sale, \$12.95.

Fashion Editor Anne Apple
 Photographed by Barbara Maguire

plicity is only one of its virtues. Sial is lightweight, but one may put it in the dishwasher, the oven or the freezer. It is made of a special mixture—75 per cent porcelain and 25 per cent stoneware—and is fired only once, at 2,400°F. It is produced on an assembly line, but it looks handcrafted.

Textured with a salt glazing, the pieces are slightly oval and made only in natural colours—off-white, brown, green and grey—accented by an earthy burnt orange. Gaétan Beaudin, one of the three Quebec potters who started the company, designed them. Sixty-five artisans produce them, using equipment invented for the job.

A 45-piece set of Sial costs \$218.50 in the US, and decanters, wine goblets and other pieces may be bought separately. For more information, contact Sial Ltd., 2860, boulevard Le Corbusier, Ville de Laval, Québec, H7L 3S1.



Toronto designs the image to match the business. The price depends on the scope. Diversified companies pay more because more items will carry the logo, and each one presents its own challenge. Designs cost from \$5,000 to \$250,000. The company is at 1300 Yonge St., Toronto, Ontario, M4T 1X3.

and emits no pollutants at all. It has a welded, tubular-steel frame, standard running gear, coil springs in front, leaf springs in back, shock absorbers, radial tires, hydraulic brakes, four-wheel drive and very little else. It needs no muffler, tailpipe or catalytic converter; nor does it need a radiator (or anti-freeze), carburetor, air or oil filter, spark plug or point. The specially designed car carries a 1,000-pound, 72-volt battery pack. An auxillary 12-volt battery takes care of the lights, horn and windshield wiper. The batteries are stored under the hood, with the spare tire, the luggage space and the heater-defroster.

An overnight recharging on regular house current supplies

Marathon Winner

The Marathon 300 is a spiffy little fibreglass, two-seater, electric car, which tootles along at 35 miles per hour, mouse-quiet and whistle-slick.

Since it is electric, it only costs three cents a mile to run

Rolling off a Logo

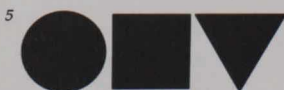
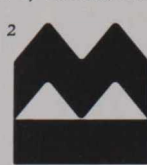
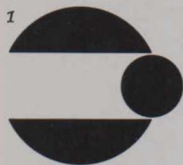
If the medium is the message, the logo can be critical, particularly in a bilingual country. Stewart and Morrison, Ltd., of

- 1 TransCanada PipeLines Ltd.
- 2 Bank of Montreal
- 3 Air Canada
- 4 Air Jamaica (1968) Ltd.

- 5 CTV Television Network Ltd.
- 6 J. H. Crang & Co. Ltd. Investment Brokers
- 7 The International Nickel Co. of Canada, Ltd.

- 8 Metropolitan Toronto Zoological Society
- 9 The Manufacturers Life Insurance Co.

- 10 Montreal Expos Baseball Club
- 11 Ontario Government Exhibition Expo '67, Montreal





the voltage to travel 50 miles, whether in the city or the country, since when it is stopped in traffic it uses no energy at all.

A Marathon is currently in use at the Washington Monument in Washington, DC.

The list price for the car in Canada is \$6,800, including the batteries. A new battery pack, which is needed about every 20,000 miles, costs nearly \$500. For more information, write Marathon Electric Car Ltd., 8305 Le Creusot, Ville de St.-Léonard, Québec, H1P 2A2.

Movies

Canada has a reputation for making good short movies. Two animated children's films—each thirteen minutes long—are among the best. They are in colour, witty and written and directed by Co Hoedeman.

Tchou-tchou, is peopled by blocks, who move in a wonderfully inventive way. A little boy block and a little girl block bollix a marauding dragon block by posting so many one-way signs that he falls asleep exhausted, only to wake and find himself turned into a train who must ride blocky little children around and around.

The second film, *Sandcastle*, won the 1978 Oscar for the best animated film. It is funny, but it has an underlying philosophical theme of the cyclic birth, death and rebirth of the world.



A *tour de force* in animation, it is a gem to show to a film class.

Hundreds of Canadian shorts and documentaries are available without charge to schools and organizations in the US. Catalogues and films can be ordered from film libraries at the Canadian Embassy in Washington and consular posts in Boston (which has the best French-language collection), New York, Detroit, Chicago, Seattle, San Francisco and Los Angeles. If your library lacks a particular film, it can be rented from the National Film Board, 16th Floor, 1251 Avenue of the Americas, New York City, NY 10020.

Cold Comfort

As any sailor knows, capsizing is dangerous, and capsizing in icy waters is often fatal. The length of one's survival depends on the temperature of the water, on one's physical condition and on the clothes one is wearing. It is the loss of body heat, hypothermia, that does one in.

Three scientists from the University of Victoria have

designed the U-Vic, a lifejacket that triples the survival chances of anyone who falls into the cold. A lightly clothed person in a U-Vic can last 6 hours in 40°F waters; 8 to 9 hours in 50°F waters, and 12 to 15 hours if the temperature is 60°F.

The jacket looks like a standard ski jacket (and may be used as one). It is totally insulated, much like a diver's wet suit, and has a nylon hood in fluorescent orange to attract rescuers. A groin cover can be snapped between the legs.

The U-Vic has been approved as a Personal Flotation Device by the US Coast Guard and Transport Canada. It is sold in six countries, including the US, where it retails for \$129.95. It is manufactured under licence by Mustang Sportswear, Inc., and for more information, you can write the company at 540 Beatty St., Vancouver, British Columbia, V6B 2L3.





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CANADA

Today/d'aujourd'hui

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