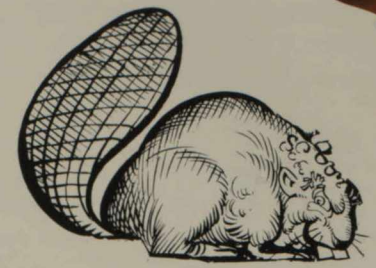


# CANADA

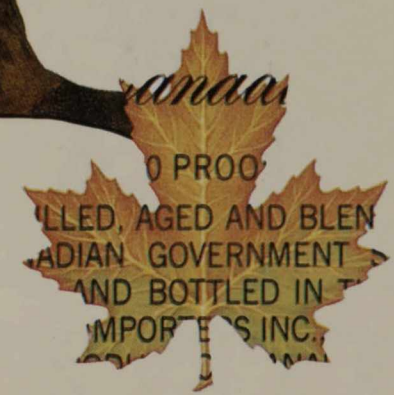
TODAY / D'AUJOURD'HUI



## A Canadian Calendar FOR 1978

SHOWING CASTORS (ALSO KNOWN AS BEAVERS), FEUILLES D'ERABLES (ALSO KNOWN AS MAPLE LEAVES), AND OTHER EMBLEMS, SYMBOLS AND ICONS OF CANADA ALONG WITH COMMENTARY ON THEIR ORIGINS AND USES.

VOLUME EIGHT NUMBER NINE NINETEEN SEVENTY-SEVEN



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 NEW YEAR'S DAY JOUR DE L'AN	2	3	4	5	6	7
8	9	10	11	12	13	14
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The original Canadian beaver was six feet tall with teeth the size of shovels. He scared few men, women or children, for there were few to scare. He lived in an underwater lodge the size of a ballroom and chopped down full-grown trees as if they were toothpicks.

That was around ten thousand years ago, and Canada (as we now call it) had just melted out of the ice age. The Indians found a smaller beaver and adopted him as a clan emblem and model.

He continues to be a model for all—a good father, an industrious citizen, a faithful husband and a dam-good builder. He was not (and is not now) an ideal

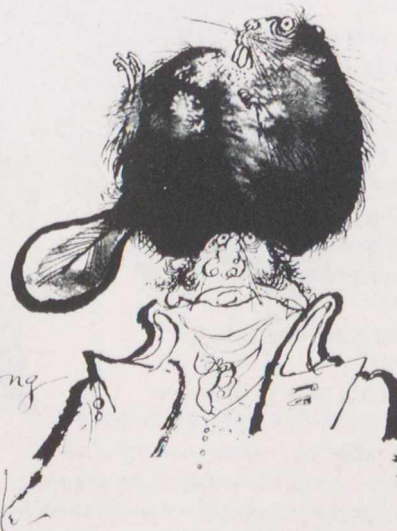
neighbour, being overly fond of flooding fields, roads, construction sites and golf courses.

The first French settlers found *le castor* attractive: a hunter could always find him down at the lodge, and he was both edible and wearable. By the latter part of the sixteenth century his fame had spread to Europe, where it was universally felt that he made a superior hat. He did—his fur was microscopically barbed and could easily be matted, formed into a cone and steamed into a handsome topper. As the demand grew, the fur traders grew rich. In 1673 Governor Louis de Frontenac in Quebec suggested to Minister

Jean-Baptiste Colbert in Paris that the beaver be made part of Quebec's coat of arms. Colbert ignored the suggestion, but the beaver did appear on an official Quebec medal struck in 1690.

The hat flourished for a hundred years, but in 1798 John Hetherington, an Englishman, invented a top hat made of plush or silk shag. From then on the smart set—The Duke of Marlborough, William Ewart Gladstone, Sir John A. Macdonald, Woodrow Wilson, J.P. Morgan and Fred Astaire—wore silk. *Sic transit gloria castori.*

*How to make a Beaver Hat*

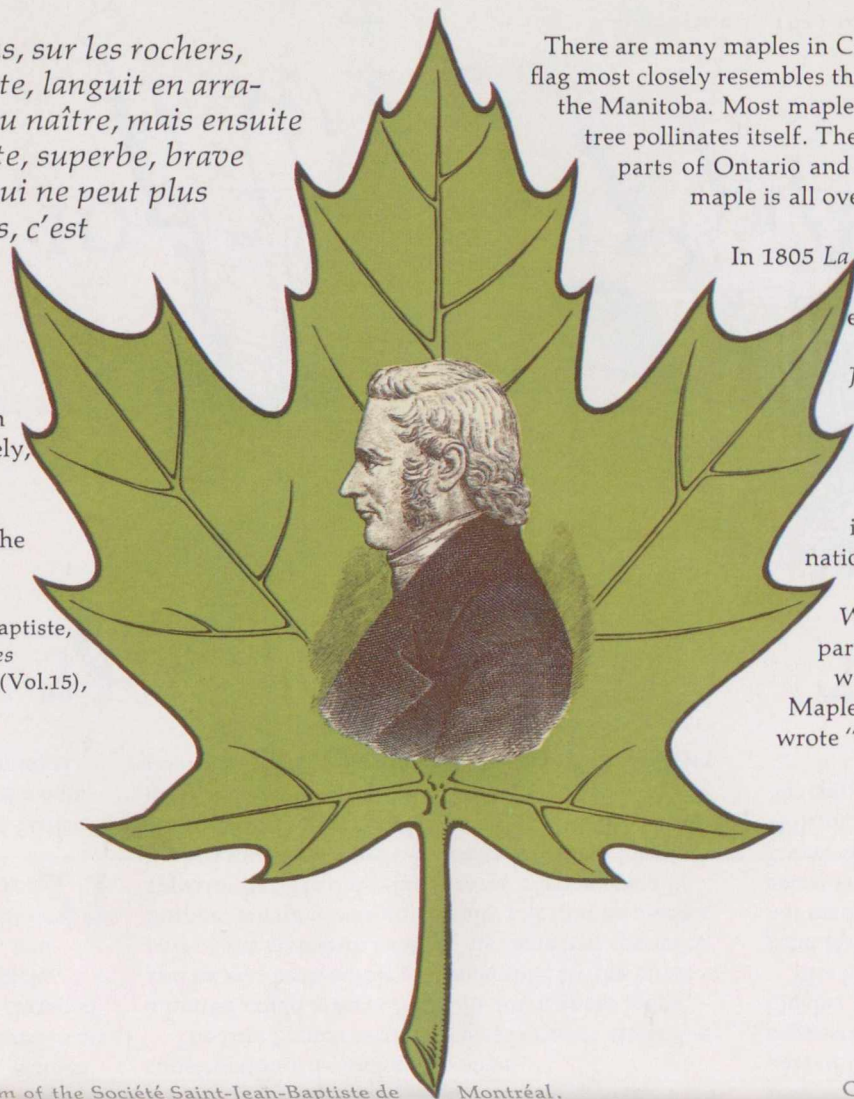


Ronald Searle, in *The Great Fur Opera*. Courtesy Hudson's Bay Company.

[L'ÉRABLE] *qui croît dans les vallons, sur les rochers, d'abord frêle et battu par la tempête, languit en arrachant sa nourriture du sol qui l'a vu naître, mais ensuite il s'élançe et devient grand, robuste, superbe, brave les orages, triomphe de l'aquilon qui ne peut plus l'ébranler. C'est le roi de nos forêts, c'est l'emblème du peuple canadien.*

[THE MAPLE] grows in the valleys, on the rocks. At first frail and beaten by storms, the tree languishes while sucking nourishment from the soil that saw its birth but then shoots up, grows tall, robust, stately, braves thunderstorms, and triumphs over the north wind which cannot shake it. It is the king of our forests and the emblem of the Canadian people. (unofficial translation)

DENIS-BENJAMIN VIGER, Fête de la Saint-Jean-Baptiste, Montréal, 1836, dans Benjamin Sulte, *Mélanges historiques: La Saint-Jean-Baptiste 1636-1852*, (Vol.15), Editions Edouard Garand, 1929.



There are many maples in Canada and many leaves. The leaf on Canada's flag most closely resembles the sugar and the black maple; it least resembles the Manitoba. Most maples or *érables* are bilingual and bisexual—each tree pollinates itself. The sugar maple is found abundantly in Quebec, parts of Ontario and southwestern Newfoundland. The Manitoba maple is all over the prairies, and the Douglas and broadleaf maples are frequent in British Columbia.

In 1805 *La Gazette de Québec* suggested that the French Canadians adopt the maple leaf as their emblem to balance the Scottish thistle. In 1834 Ludger Duvernay founded the *Société Saint-Jean-Baptiste de Montréal*, and the maple leaf became the semi-official standard of Quebec.

The maple leaf's popularity spread. When the Prince of Wales, the future Edward VII, visited Canada in 1860, a group of Torontonians decided that the leaf was Canada's official national emblem, and most of the prince's dancing partners wore silver maple leaf brooches. When confederation came in 1867, the leaf was part of the arms of both Ontario and Quebec and was firmly planted. Alexander Muir wrote "The Maple Leaf Forever" in 1867, and when Scott Joplin wrote "The Maple Leaf Rag" in the eighteen-nineties that just about did it.

Ludger Duvernay pictured on the 1927 program of the Société Saint-Jean-Baptiste de Montréal.

Courtesy Société Saint-Jean-Baptiste de Montréal.

DIMANCHE	LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24 GOOD FRIDAY VENDREDI SAINT	25
26 EASTER PAQUES	27	28	29	30	31	

DIMANCHE LUNDI MARDI MERCREDI JEUDI VENDREDI SAMEDI

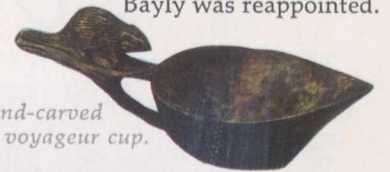
What has The Hudson's Bay Company got that Sears Roebuck lacks?

It has a singularly impressive official name—the Governor and Company of Adventurers of England trading into Hudson's Bay—an apostrophe, armorial bearings and a glorious past in which it had charge of *Sole Trade and Commerce of all those Seas Streights Bayes Rivers Lakes Creekes and Soundes in whatsoever Latitude they shall bee that lye within the entrance of the Streights commonly called Hudsons Streights together with all the Landes and Territoryes upon the Countryes Coastes...*

The company was formed in 1670 with the intention of cornering the hat market. The original proprietor was Prince Rupert, Count Palatine of the Rhine, Duke of Bavaria and Cumberland. The armorial bearings give the furry cause of it all a prominent place. On top is a fox flanked by two moose, but the shield itself has a beaver in every quarter. The motto, *Pro Pelle Cutem*, may be translated loosely as "a skin for a skin" or "how sharper than a beaver's tooth is an ungrateful prince."



The first governor, a pious Quaker named Charles Bayly was abruptly canned by the folks at home in England who suspected him, unfairly, of keeping some of the fur money for himself; but the new governor, William Lydall, spent one miserable winter at the company's headquarters at Charles Fort and quit. Bayly was reappointed.



Hand-carved voyageur cup.

The Bay, as it came to be more or less affectionately known, continued to prosper. It lost land and status but gained department stores. Today it has more than two hundred fifty, from Newfoundland to the Yukon and from the Arctic Islands to the US border. It also sells gifts, confections and tobacco wholesale, and furs (mainly farm-raised mink and Persian lamb) at auction houses in Montreal, New York and London. Its assets totalled \$938,999,000 last year, and its net earnings \$24,810,000.

Courtesy Hudson's Bay Company.

MARCH

1978

MARS

The beaver is not political. He hates to travel, mends dams but not fences, never makes speeches and belongs to no lodge but his own. Still, Canadian cartoonists love him. He is Canada; he is the Canadian escaping South for the winter and Prime Minister John G. Diefenbaker causing a



Courtesy Roy Peterson, in *Frog Fables and Beaver Tales*.

Courtesy the Hamilton Spectator.



Blaine  
HAMILTON SPECTATOR

political log jam. Roy Peterson created the ultimate cartoon beaver, representing Prime Minister Lester B. Pearson, a sober, industrious man, who believed in the ancient principles that work is its own reward and that it is essential to give a dam.

Courtesy Aislin, the Montreal Gazette.



AISLIN '70



"I'd love to winter in Florida, but have you ever tasted a palm tree?"

Courtesy Isaac Bickerstaff.

DIMANCHE

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SUNDAY

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SATURDAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 VICTORIA DAY JOUR DE VICTORIA	23	24	25	26	27
28	29	30	31			

DIMANCHE LUNDI MARDI MERCREDI JEUDI VENDREDI SAMEDI

Originally Indians did not produce art simply for art's sake. They drew their inspiration from nature and decorated articles used in religious rituals and in their work-a-day worlds. The beaver was universally popular. Some depictions were natural and some, particularly among the sophisticated tribes on the northwest coast, were highly stylized.

The Algonquin quillwork box was made from dyed porcupine quills pushed through holes in birch bark,

bent on the inside, then concealed and held in place by a lining. After 1850 quillwork almost became a lost art, as glass beads and cotton embroidery were substituted.

The Haida and other British Columbian tribes usually carved a full-face beaver with a chewing stick. (This bowl was done by Freda Diesing in 1973.) The

beaver probably became a popular clan crest only after the arrival of the Northwest and the Hudson's Bay fur companies. The tribes saw the beaver on both company crests, and it became the particular emblem of the middlemen who collected and transported furs to trade at company posts.





By the end of the nineteenth century, the beaver and the maple leaf were Canada's recognized emblems; but in the background there were other potent symbols—the fleur-de-lis, the lion and the unicorn, the thistle, the rose and the shamrock. Vancouver was rather English, and Nova Scotia was full of Scots. There were two varieties of French, *québécois* and *acadien*, and two of Irish, green and orange.

By mid-twentieth century, the Canadian mosaic was taking its full complex shape. Canada had ten provinces, two territories and citizens from a score of distinctive backgrounds—Ukrainian, Italian, Portuguese, Chinese, East Indian, West Indian, Japanese, German, Dutch, Polish and Icelandic. The provincial flags had many emblems drawn from nature—lions, foxes, malamutes, buffalo, fleurs-de-lis, oak trees, and fireweed.

(On the next page you will find the whole glorious display.)

It became increasingly clear that the country should have one primary emblem, not two or twenty; and in 1945 an official flag committee began hearings. For fifteen years not a great deal happened; however as Canada's centennial approached, John Matheson, MP, and the Liberal party began to promote the maple leaf over the Conservatives' favourite, the Red Ensign. After fierce debate over 2,695 proposed designs, Parliament chose the single red leaf on a white background flanked by broad red bars. It was vivid, simple, clearly Canadian and obviously superior to most of the other suggestions, which included one for a flag with a woman with the face of Myrna Loy, wearing an evening dress with a red, white and blue sash, holding a beaver on a leash.

Following page: The flags. Left to right, starting at upper left: New Brunswick, Nova Scotia, Yukon Territory, Manitoba, Alberta, Newfoundland, Northwest Territories, Ontario, Prince Edward Island, Saskatchewan, Quebec, British Columbia, Canada. Photo: Ross Chapple.

DIMANCHE

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SAINT-JEAN-BAPTISTE  
SAINT JEAN BAPTISTE

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY





**1**  
DOMINION DAY  
FETE DU DOMINION

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16 17 18 19 20 21 22

23/30 24/31 25 26 27 28 29



Canada's Indian artists have recently moved beyond the traditional limits of their arts. Although they still use the same sources of inspiration, they now paint, carve and weave for purely creative reasons.

Walter Harris is a member of the Fireweed Clan, under the Killer Whale Crest, of the west coast Tsimshian tribe. He began carving masks, totem poles, head pieces and boxes in 1969. He also engraves jewelry, paints murals, designs graphics and is on the board of

directors of 'KSAN, a flourishing museum and craft school in Hazelton, British Columbia. The name means Breath of our Grandfathers, and the project began twenty years ago when the four hundred thirty-two Indian and non-Indian residents of the village raised \$10,000. There are now several buildings and a campground. The school, the only one of its kind, recently carved and painted a fifteen-hundred-square-foot screen for a new Vancouver bank.



Beavers and maple leaves decorated nineteenth century Canadian households. She worked them in quilts, rugs and wall hangings; he carved them in weather vanes, maple sugar moulds and butter presses. Decorated china was often produced in Britain for the Canadian market. The 1880s pitcher was made in Glasgow for a Quebec City merchant. The maple sugar mould was held together by pegs, and the hot syrup poured in through a small hole in the bottom. Sugar and butter moulds identified their farm producers. The modern hooked wall hanging, by Juliette Gautier of Quebec, was made with traditional materials of the nineteenth century—milkweed fibres, coloured with tulip dyes.



DIMANCHE	LUNDI	MARDI	MERCREDI	JEUDI	VENDREDI	SAMEDI
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

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LABOUR DAY  
FETE DU TRAVAIL

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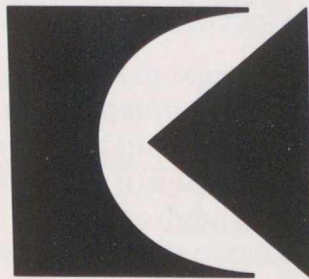
DIMANCHE LUNDI MARDI MERCREDI JEUDI VENDREDI SAMEDI



Courtesy Canadian Pacific Railroad.



Courtesy Canadian National Railroad.



The transcontinental railroads, the Canadian Pacific and the Canadian National, are Canadian emblems too.

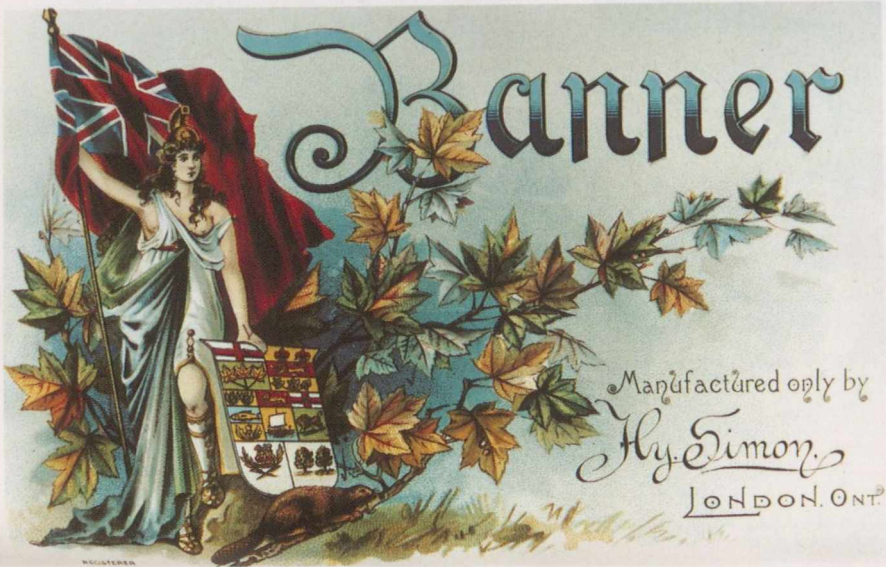
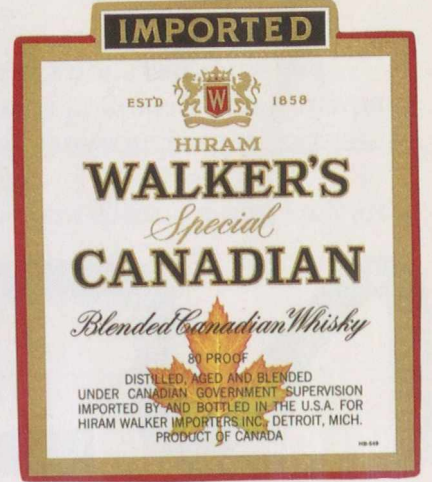
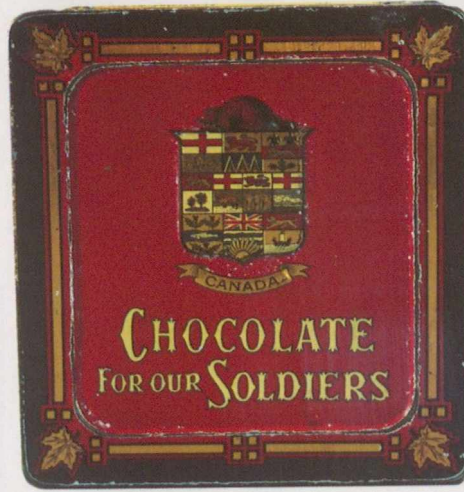
It was difficult in the mid-nineteenth century for the citizens of Vancouver Island to feel a kinship for the citizens of Nova Scotia or for the prairie farmers to feel much in common with *les habitants* of Quebec. The Canadian Pacific or CP gave them a line of constant communication. More than rails and locomo-

tives, it was the essence of the Canadian dream, a unifying steel band across a broad, disparate land.

The Canadian National or CN was consolidated in 1919—followed in time by the Trans-Canada Highway, the Canadian Broadcasting Corporation, communications satellites and Saturday night hockey.

S E P T E M B E R 1 9 7 8 S E P T E M B R E

It may be said that an emblem hasn't arrived until it has become an advertisement. To be a proper one, it should be gloriously ornate and clearly unconnected with the product it is pushing. There is, we are happy to say, no discernible link between beavers or maple leaves and Banner cigars, Christie biscuits, chocolates or whiskey.



DIMANCHE	LUNDI	MARDI	MERCREDI	JEUDI	VENREDI	SAMEDI
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8	9 FETE D'ACTION DE GRACES THANKSGIVING DAY	10	11	12	13	14
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SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY

SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

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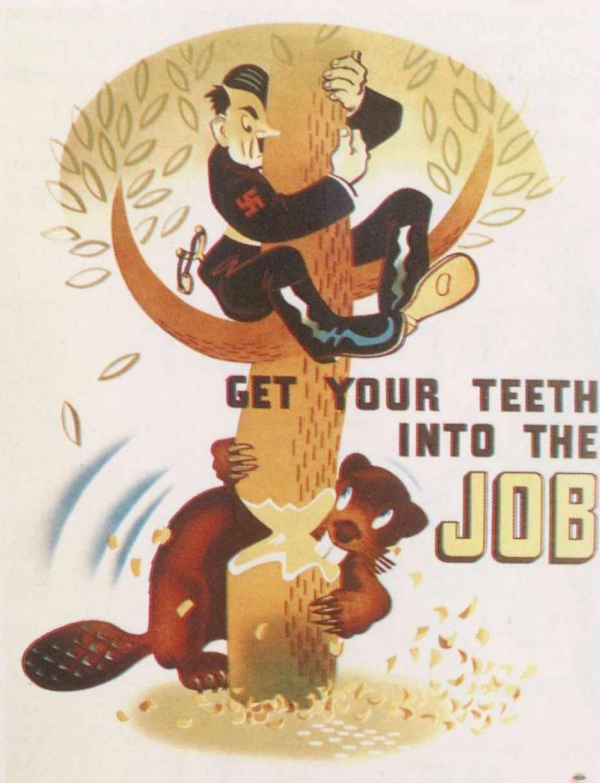
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REMEMBRANCE DAY  
JOUR DU SOUVENIR

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DIMANCHE LUNDI MARDI MERCREDI JEUDI VENDREDI SAMEDI



The Canadian posters of World War I and World War II were remarkably, if not surprisingly, alike. The beaver is, to be sure, not an aggressive fellow. Given a choice he stays home and does

chores around the house. Nonetheless, he is a formidable worker and, since recent wars have been won on the production lines, an appropriate source of wartime inspiration.

N O V E M B E R 1 9 7 8 N O V E M B R E



TEAM CANADA ÉQUIPE

Courtesy Sports Representatives Ltd.

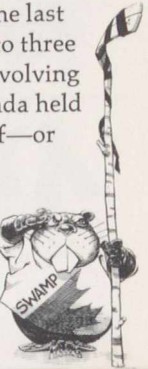


Courtesy Aislin, the Montreal Gazette.  
Courtesy Roy Peterson, in Blood, Sweat & Bears.

If the maple leaf is Canada's official emblem, Puck is its unofficial patron saint and hockey its informal state religion. Canadians once communed in front of Hockey Night in Canada in the complacent knowledge that Canada had the best hockey players in the world. They are still in faithful attendance each Saturday night, but the basic tenet of their faith has been shaken.

In 1972, two years after withdrawing its amateur teams from international competition, Canada agreed to meet the Soviet Union's full-time players with a team of professionals. Team Canada was born and with it a jersey with a flame-shaped maple leaf. Four

games were played in Canada and four in the Soviet Union. Canada won the series, barely, in the last thirty-four seconds of the last game, four to three with one tie. Other international games involving Canadian pros followed, and in 1976 Canada held its own Canada Cup series. The maple leaf—or rather half of it—appeared on both Team Canada's jerseys and the trophy. The United States, Finland, Sweden, the Soviet Union and Czechoslovakia came to play in the round robin series, and Canada defeated Czechoslovakia in the best of three finals.



DIMANCHE

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JOUR DE NOEL  
CHRISTMAS

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L'APRES-NOEL  
BOXING DAY

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SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

# Canadian Consulates and Consulates General in the U S

There are fifteen Canadian consular posts in the United States. Information officers at each will be glad to answer any questions you may have about Canadian trade, culture or government policies. If your inquiries concern immigration, all consulates except those in Cleveland, New Orleans, Philadelphia and San Juan can help you.

**Atlanta**, Georgia, PO Box 56169,  
Peachtree Center Station, 30343.  
(404) 577-6810

**Boston**, Massachusetts, 500  
Boylston Street, 5th Floor, 02116.  
(617) 262-3760

**Buffalo**, New York, One Marine  
Midland Center, Suite 3550, 14203.  
(716) 852-1247

**Chicago**, Illinois, 310 South  
Michigan Avenue, Suite 2000,  
60604. (312) 427-1031

**Cleveland**, Ohio, Illuminating  
Building, 55 Public Square, 44113.  
(216) 771-0150

**Dallas**, Texas, 2001 Bryan Tower,  
Suite 1600, 75201. (214) 742-8031

**Detroit**, Michigan, 1920 First  
Federal Building, 1001 Woodward  
Avenue, 48226. (313) 965-2811

**Los Angeles**, California, 510 West  
6th Street, 90014. (213) 627-9511

**Minneapolis**, Minnesota, 15 South  
5th Street, 55402. (612) 336-4641

**New Orleans**, Louisiana,  
International Trade Mart, Suite  
2110, 2 Canal Street, 70130. (504)  
525-2136

**New York**, New York, 1251 Avenue  
of the Americas, 10020. (212)  
586-2400

**Philadelphia**, Pennsylvania,  
3 Parkway, Suite 1310, 19102.  
(215) 561-1750

**San Francisco**, California, One  
Maritime Plaza, Golden Gateway  
Center, 11th Floor, 94111. (415)  
981-2670

**San Juan**, Puerto Rico, Pan Am  
Building, 16th Floor, Hato Rey,  
00917. (809) 753-0532

**Seattle**, Washington, 412 Plaza 600,  
Sixth and Stewart, 98101. (206)  
447-3804

If you are an expert on or deeply interested in heraldry you may want to read *Canada: Symbols of Sovereignty, An investigation of the arms and seals borne and used from the earliest times to the present in connection with public authority in and over Canada, along with consideration of some connected flags*, by Conrad Swan, York Herald of Arms, published this year by the University of Toronto Press.

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## CANADA

Today/d'aujourd'hui

Canadian Embassy  
Ambassade du Canada  
1771 N Street, NW  
Room 300  
Washington, DC 20036  
202: 785-1400

Address Correction  
Requested



*This Peterson beaver is the emblem of the National Museum of Man's exhibit, Land of the Maple Leaf—Home of the Beaver. Our special thanks go to the museum for graciously providing the pictures by Ronald C. Webber and the information used on the pages facing January, March, May, July, August, October and November.*

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