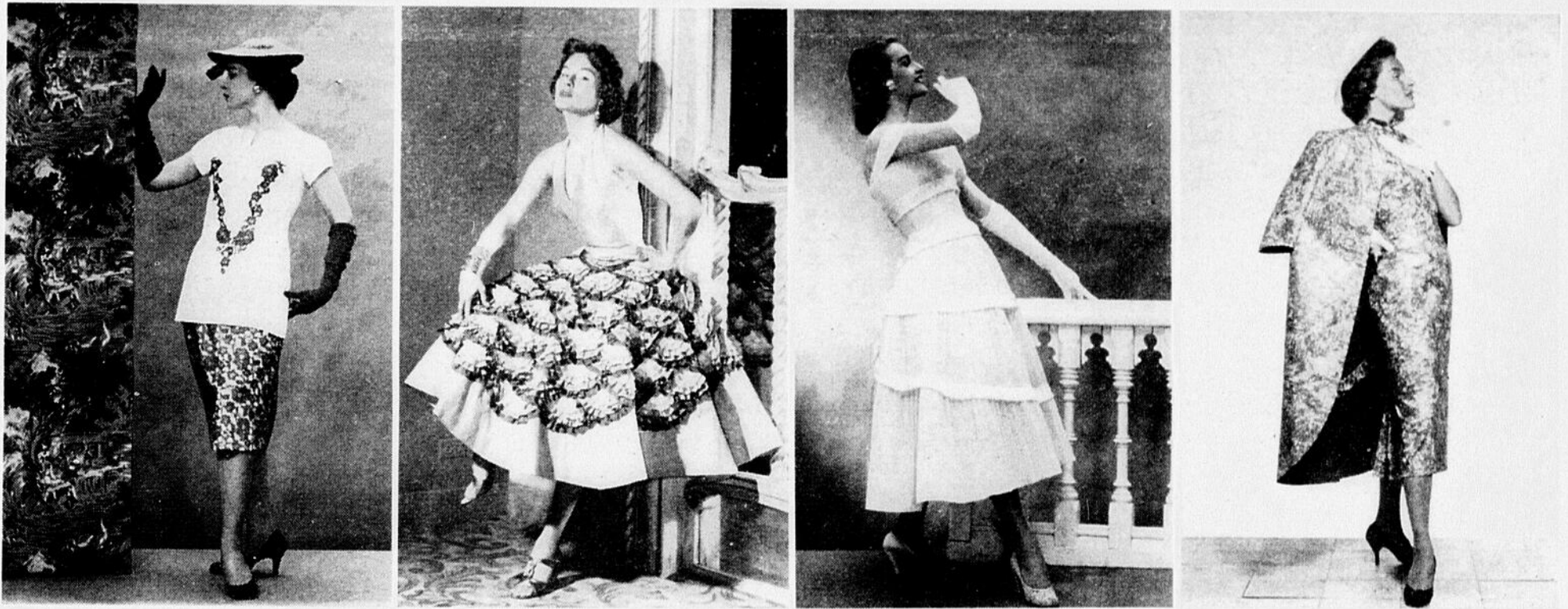


The Huntingdon Gleaner

Wednesday, April 27th, 1955

CANADIAN STYLES -- CANADIAN FABRICS PRODUCED BY CANADIAN TEXTILES

FOUR LOVELY AND STUNNING DESIGNS MADE FROM CANADIAN FABRICS



1. **THE TAPERING TUNIC** interpreted by Germaine and Rene in white nylon taffeta and combined with a narrow skirt of brown lace is from the couturiers creation seen at the Panorama of Fabric and Fashion held at the Sheraton-Mt. Royal Hotel, Montreal. Cut on simple, loose-fitting lines, it is designed with its own necklace, which consists of applied lace cut-outs. Matching brown hat is by Irene.

2. **A RHAPSODY IN "BLUES"** is this nylon and cotton dance dress by couturier Federica of Toronto, who uses 250 yards of ribbon to garnish the skirt with scores of little fan-shaped appliques.

Designed with a halter neckline, the ribbon applique form an apron-like arrangement in tones of blue ranging from navy to almost white. The dress itself is in a muted grey-blue with a soft sheen.

3. Mushroom pleating, softly banded with bows down the back, forms a bell-shaped skirt on this short evening dress of 100% "Terylene" shown in Montreal during the Panorama of Canadian Fabric and Fashion April 21, 22 and 23. This daffodil-yellow gown was created by Raoul-Jean Fourre, president of the Association of Canadian Couturiers, and was one of 31 garments presented in the fashion pageant. All

were designed by members of the couturiers' association or by Canadian manufacturers and only Canadian fabrics were used. This dainty sheer of "Terylene", a textile fibre now being manufactured in Canada, is by Duplan of Canada Limited.

4. **"King's PLATE"** by France Davies, one of the Top Canadian Couturiers, featuring the reverse "A" line in the coat of printed cotton lined in a water-proof fabric.

The matching sheath dress is a new monotone print with a taffetized finish by Styled Cottons, a division of Dominion Textiles.

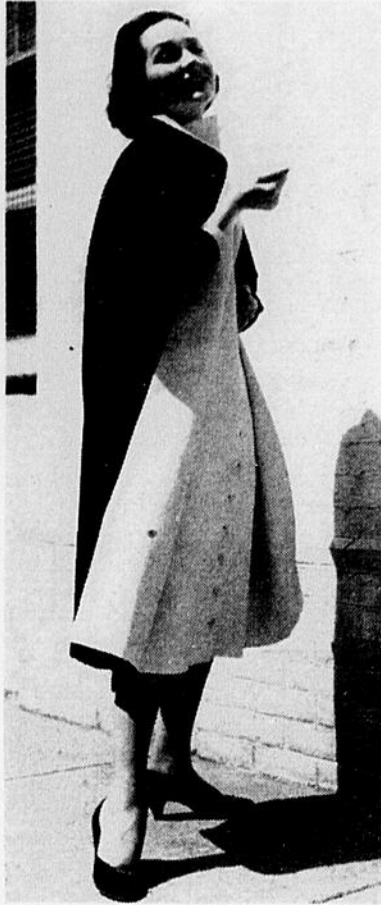
A NEW FABRIC AND A NEW COLOR



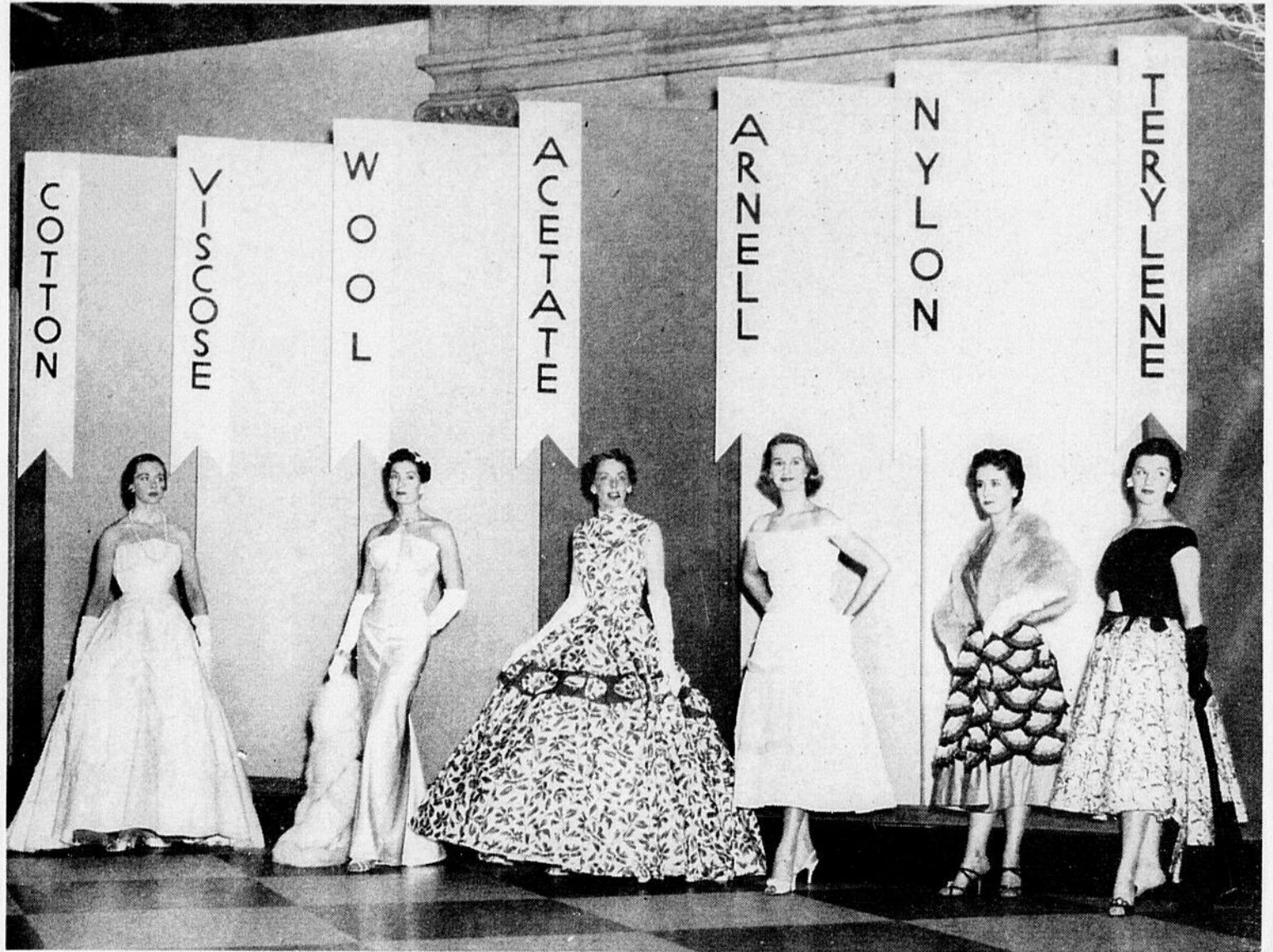
"Ribbonese" nylon tricet in pink lilac introduced at the Panorama of Fabric and Fashion which opened April 21 at the Sheraton Mt. Royal Hotel and continued until Saturday. Designed

by Levin Ellis of Montreal, the late-day dress features a moulded long torso of soft folds in varying depths of pink lilac. The textured fabric resembles a knitted ribbon.

PANORAMA FABRICS, FASHIONS -- FINALE



ENSEMBLE COAT Featured in the Panorama of Canadian Fabric and Fashion. In a Canadian fabric of finest black wool this unusual Spring design by Federica of Toronto has the smart look of an ensemble. The Stark white pique dress front is all-of-a-piece with the coat facings and is buttoned from top to bottom in the high fashion tubular line. ("Wool Bureau Photo")



The above shows the Finale of the Panorama of Fabrics and Fashions, with all models appearing on the stage against a backdrop announcing the names of various types of fabrics and wearing evening gowns.

NEW TEXTILE FABRICS PRESENT WONDERFUL COLLECTION OF ENCHANTING CLOTHS

Like the thousands of Canadians who had the pleasure of seeing the Panorama of Canadian Fashions and Textiles at Montreal, where three of the local industries were represented, Miss Fernande St. Martin was very impressed by what she has seen. She does not hesitate to make the most praising comments for the officials in the Textile Industry in the country and for the products made at home for Canadians.

She says that chemistry has created a new world — That was the theme of the commentator, while visitors walked along admiring the wonderful layout prepared by the Canadian Textiles to emphasize their products at the Pan-

orama, at the Mount Royal Hotel, Montreal.

The fashion world and its problems have made rapid progress, following the ingenious discoveries made in modern laboratories. The well-dressed woman, who should know all about the last thing in fashion, would be embarrassed if she were asked to tell of what material the suit she is wearing is made.

Newcomers

New synthetic fibres come out each day and multiply before one has had time to appreciate them, to know them and to test their respective merits. And besides cotton, 3,000 years old, which is in greater demand than ever, are the

already classic nylon and the recent acetate, orlon, terylene, viscose, dynel and arnell, to name the most important ones.

The manufacturers admit that it is hard to know one from the other, natural or synthetic, at a glance. This is due to the ability with which they can have a satin, crepe, or plain finish, or be knitted to give the appearance of jersey, or even imitate tweed, linen or silk. The impersonal and metallic look of these glossy fabrics will no doubt be compensated by the fairy characteristics which they offer the modern woman.

Magic Fabrics

These fabrics are in fact, fire-proof and mothproof and offer a

resistance never heard of before to rubbing, tension, to the effects of sun, wind or rain. They do not crease, are washable, do not shrink and the new dyes maintain their sparkle three times longer than the old ones.

The most fascinating part of the Panorama which was presented last week, was the continuous demonstration made with the aid of ultra-modern machines. The new fabrics were submitted to the most unfavorable treatments like tension, rubbing, gas and smoke, ultra-violet rays, rain and wind, to demonstrate their possible effects to the public.

Fashion Show

The versatility and suppleness of

those synthetic fabrics were well demonstrated by the two collections.

The first consisted of 7 creations, presented by the Quebec manufacturers in practical styles and the second was of 24 models created by the Canadian Couturiers' Association, was more elegant and more elaborate in line and in conception. This last collection will be shown in Brussels soon, and later on at Milan and Paris.

This industrial exhibition, destined to familiarize the Canadian woman with the fabrics, was produced by some of the 800 Canadian textile factories and to make better known the fashions designed by our Canadian Couturiers.

PANORAMA OF CANADIAN FABRICS AND FASHIONS

STATEMENT BY L. E. MOODY

I was privileged this last week to be chairman of the Panorama of Fabrics and Fashions held at the Mount Royal Hotel during the Canadian Textile week on the occasion of the annual meeting of the Canadian Association of Textile Colourists and Chemists.

I was very happy that so many Valleyfield and Huntingdon people and textile plants could play an important part in such a worth while presentation of Canadian fabrics, fashions and quality control displays.

The response by the trade and public and resulting publicity for our industry was most unexpected and overwhelming; over 10,000 people saw the displays and fashion shows in four days and unfortunately, an estimated 5,000 more were turned away for lack of room. To these people, I offer my sincere apologies as well as Mayor Quevillon and his chevins who attended such a crowded opening night.

Our objects in promoting this show, which has been six months in preparation, was to gain more recognition for our technical association and publicity for our textile industry. Both of the objectives were accomplished and those who

were privileged to see the show went away surprised at the ability of our technicians, fabric mills and Canadian couturiers to produce a quality of fabric and fashion design which is not surpassed in any country in the world. Several European and many American visitors were so impressed they wanted to make arrangement for some of our fabrics and fashions to be shown in their countries. Thanks to the efforts of the Ottawa Department of Trade & Commerce, this fashion show made entirely of Canadian fabrics and styled by Canadian couturiers, has now left to participate in the International Trade Fair in Brussels and then on to special showings in Milan, Paris and London.

The greatest highlight to me was the whole-hearted co-operation received from Primary Textile Institute, all the fabric mills, the Department of Trade & Commerce, the Canadian couturiers, the Canadian Color Council, the St. Hyacinthe & Hamilton Textile Schools and all the dyestuff and chemical firms as well as all the individual members of our own association of C.A.T.C.C., the trade and public as a whole. This was the first presentation of its type ever held by the industry where individual

company names and efforts were submerged for the good of the industry as a whole.

This magnificent co-operation to me was most timely not only in the textile industry, but I feel this is a co-operative age we live in; in fact, we might almost say co-operation is a way of life, we will all lead happier and fuller lives as we learn to co-operate more in our industries, with our neighbors, in our community, our nation and internations.

One of the highlights of our annual meeting which gave me great pleasure was the creation and award of our first bronze medal to Don Wallace, manager of Domil Limited, for his untiring effort in the field of education. He has been chairman of this committee for the last 12 years which arranged special symposia lectures series twice yearly and conducted the evening classes in textile technology at Sir George Williams College. It could not have happened to a more deserving or nicer person.

To all the many individuals and companies and press who have helped to make this "PANORAMA" such an outstanding success, I offer my most heart-felt thanks.

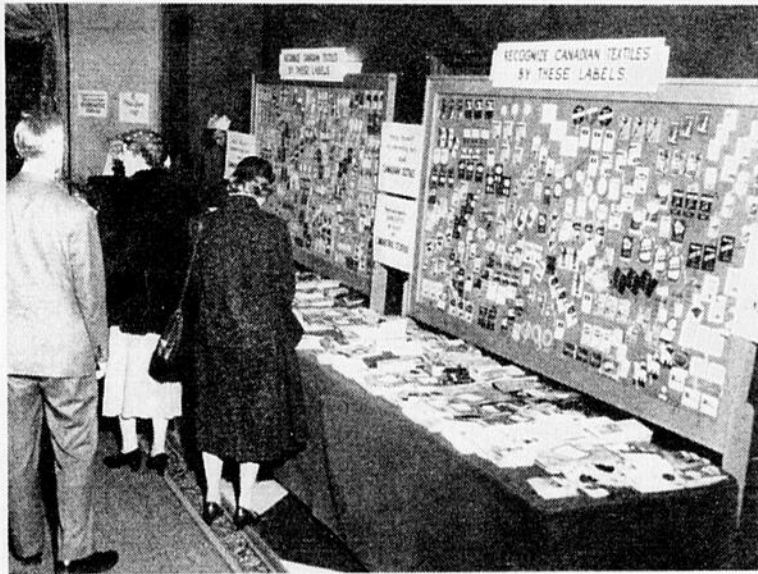
Leon Moody.

DUPLAN DYEING Co., Ltd.

VALLEYFIELD, QUE.



1. "CERAMIC" by Jacques de Montjoye, shows a new use for cotton drill, which he combines with tapestry needlepoint in a garden frock, emphasizing the apron line, and much back interest. Fabric is made by Dominion Textile, and the earth tones of the cotton inspired the name "Ceramic".
2. A striking design in orange against a beige background is in Canadian taffetized cotton by Dominion Textile. The gown's simplicity of design is highlighted by interesting detail, a beautiful cowl collar and applique cut outs of the fabric marking the hip line.
3. "OLE" Mexican inspired cocktail dress by Germaine and Renée, combining solid tone Dominion Textile made combed cotton broadcloth in the bodice and a full skirted gay print by Styled Cottons completes the ensemble.



Labels and Literature on Canadian Textiles



Wool at The Panorama Canadian Fabrics and Fashions

THE SLIM TOWN AND TRAVEL COAT — Shown at left and designed by Marie-Antoinette of Montreal, featured in the Panorama of Canadian Fabric and Fashion held in Montreal April 21-23.

Here's an exciting new version of the favoured classic topper! A deeply-woven tweed in tones of gray, turquoise and white wool. The simplicity of line highlighted by spectacularly oversize pockets, side panel pleats falling from just above the waist and slender, notched cocktail sleeves.

At the right — **THE SLENDER DAY DRESS** — designed by Marie Christine of Calgary, featured in the Panorama of Canadian Fabric and Fashion. Supple black wool crepe cut and sewn in an ingenious diagonal manner . . . utterly slender, emphasizing the chic unbroken line from throat to the coquettish swirl of panels at the knees; with concealed bodice-close and shaped three-quarter sleeves. — Wool Bureau Photo.



SEEN AT PANORAMA OF FABRICS AND FASHIONS

The Panorama of Canadian Fabrics and Fashions was but a small, if spectacular, part of the over-all promotion and advertising campaign which stands behind the products of The Montreal Cottons Ltd. which are sold under the well-known Tex-made or Styled Cottons labels, as sold by Dominion Textile Co. Limited.

One of the most exciting of all the fabrics shown at the Panorama, from a colour standpoint, was the exceedingly brilliant turquoise blue shade of Cerulean blue which was featured as cotton's colour in the now famous scene depicting the seven fibres, which was a highlight of the fashion show. One shade of this colour was featured in the Cotton section of the display, in a piece of Monarch sanforized broadcloth, produced at the Valleyfield Mill, who call this shade Carribean blue.

Another of the features of the Cotton display was a selection of the fabulously soft and drapable Valmar tartans. These authentic tartans are produced at Valleyfield from pure combed cotton yarns, and are yarn dyed. Going principally into men's fine sports shirts, they have also been featured in women's and children's wearing apparel.

Joan Blanchard, who is home and fashion consultant for Tex-made products, travels extensively. She covers Canada from coast to coast, and is frequently away from home-base for as long as six weeks at a time. She must always appear in Tex-made or Styled Cottons for even in her off-duty hours people who meet her immediately ask if she is wearing cotton.

She has found from experience that many of the fabrics produced in Valleyfield are among the best for her purposes. Some of her favourites are Valmar Tartans, fine broadcloths, Prestige poplin, and the handsome jacquards which are sold under the Styled Cottons label.

The Tex-made advertising programme is very extensive, appearing as it does in national magazines, trade publications, farm and weekend papers, and now on the radio . . . in every case in both major languages. Most of the national magazines carry these advertisements in beautiful full colour photographs and art-work which not only show the richness and beauty of the fabrics, but tell the consumer at a glance many of the tremendously diversified ways in which these products are used.

The radio programme which is heard in four major areas in English and in the Montreal area in French is known, in English as "Time for Tex-made", and

in French as "Le coup d'oeil de Tex-made". It features Joan Blanchard in women's programme three times every week throughout the year, talking to visitors of interest to women, giving out household hints which are sent in by her listeners, and discussing all manner of topics which she knows will appeal to her audience. The mail which she has received since the programme started recently has shown an immediate response, and particularly interesting to note, it has come in many cases from women who remark on their long-standing familiarity with an appreciation of the firm's products.

Not only does the firm advertise its products very widely, but not content to leave the consumer unreminded after seeing the advertisements or hearing the radio programme, it supplied a tremendous promotional backing for those stores which carry Tex-made products.

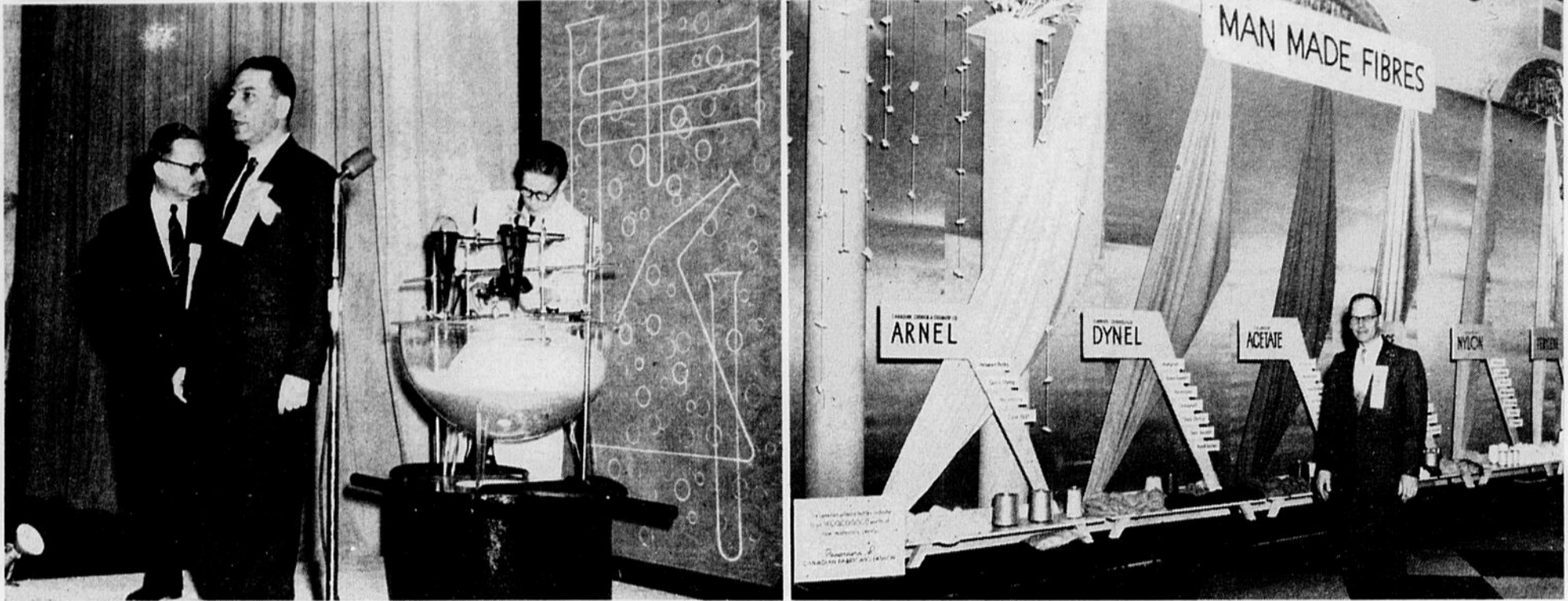
Everywhere across the country women are expecting to find Tex-made hangtags — giving information on the care and washability of garments — hanging from dresses and other garments of these cottons. They are becoming used to seeing the beautiful full colour advertisements mounted on the cards beside the Tex-made goods, which carry these products. The firm supplies these stores upon request with reproductions of many of its products in art-work so that at a minimum cost to the stores they may feature these in their advertisements.

One of the most powerful factors of all the support which the firm offers for its products are the visits which Joan Blanchard makes to stores, and in special instances to women's groups and men's associations. Last year for instance she addressed the Rotary Club at Valleyfield, and recently she was invited to Rimouski to address the Rotary Club. Most of her time, however, she spends in stores across the country talking to women, answering their problems about the use of cotton, showing them in fashion shows, and displays of coloured sheets with drapes to match, what beautiful clothes and home decorating can be done in this fabric. Frequently she is asked to appear as guest on radio and television programmes when she is visiting these towns, and always she spreads the good word about the products which she represents.

In this way this firm sees that not only do its products reach the farthest flung corners of Canada, but that everywhere they go people are told and shown that they are made **right** . . . here in Canada . . . here in Quebec.

DOMINION TEXTILE COMPANY LIMITED

-- FRANCOIS CLEYN OPENS PANORAMA OF FABRICS AND FASHIONS --



In the above photograph at the left Mr. Francois Cleyn of Leach Textiles Limited, Huntingdon, Que., is seen as he opened the Panorama of Canadian Fabrics and Fashions, at the Mount Royal Hotel, in Montreal, on Wednesday. He is introducing the President of the Canadian Association of Textile Chemists and Colourists, Mr. Lou Sheps. Behind the two men is a machine which was used for a surprise presentation of a beautiful model in a synthetic garment, who burst forth from a cloud of smoke produced by the machine. At the right, Mr. L. Moody, Manager of Duplan Canada Limited, Valleyfield, Que., Chairman of the Panorama, is shown as he presents the various fibres which constitute the materials named.

SUCCESS MARKS FIRST PANORAMA OF CANADIAN FABRICS AND FASHIONS

MONTREAL — The first "Panorama of Canadian Fabric and Fashions" has been written into the records as a success, and now the gowns that delighted Canadian critics have been sent to Europe for further showing.

The collection of styles created by the Canadian Association of Couturiers which was featured in the "Panorama" in Montreal from April 20-23 inclusive, will be displayed in Brussels early in June. That these fabrics and fashions will meet the approval of European experts is not doubted by the many agencies that were instrumental in staging the "Panorama."

All phases of the Canadian textile

industry — producers of machinery, chemicals, dyestuffs, fibres, fabrics and garments — combined their resources under the guidance of the Quebec section of the Canadian Association of Textile Colourists and Chemists, to co-operate with the Federal Department of Trade and Commerce and the Canadian couturiers in the "Panorama" last week.

Hon. Jean Lesage, Minister of Northern Affairs and National Resources, officially opened the display which depicted the production and use of Canadian textiles from fibres to garments. "I am proud to identify myself with this effort to provide a better appreciation of our Canadian textile industry," he said.

Thousands of people from Montreal and district saw the "Panorama." Of particular interest were the exhibitions of quality control testing equipment which showed the exacting care taken in making Canadian textiles. Seven fibres — cotton, wool, viscose, nylon, arnel, acetate terylene — were featured in the twice-daily showings of garments made by the couturiers and leading garment manufacturers.

Fashion writers from Quebec and Ontario cities gave the garments their approval. One of the highlights of the "Panorama" was the opening of the fashion show each day with the producing of a fully-clad model from an over-sized chemists' beaker by Dr. L. J. Sheps, president of the CATCC. Dr. Sheps

built a four-foot beaker, prepared secret solutions and carried off the opening with appropriate noise and smoke.

The "Panorama" was held in conjunction with the annual convention of the Canadian Association of Colourists, Chemists Que. Sect. At the groups annual meeting E. F. King, Vice-President, Sales, Dominion Textile Company Ltd., discussed the extensive planning necessary for a successful promotional, advertising campaign. Earlier Dr. Sheps was re-elected president for the coming year. Other officers, and members of the executive, are: Honorary president, E. Bradley, Magog, P. Q.; Past President, S. W. Milnes, Lachute, P.Q.; Vice-Presidents, L. E. Moody, Valleyfield, and

Dr. C. E. Coke, Montreal; Council Members, S. H. Chambers, Valleyfield; J. Hollis, Montreal; J. Dean, Drummondville; J. Soroka, Lachine; C. R. Teichgraber; H. H. Behrens, Secretary is J. H. Lowe, Montreal, and Treasurer, Dr. A. Greyborn, Cowansville.

What many Canadian communities, including Montreal, Toronto, Valleyfield, Huntingdon and St. Johns, P.Q.; had proclaimed "Textile Week" ended Saturday night with the annual dinner of the CATCC. F. D. Wallace, Montreal, was presented with the Bronze Medal Award for outstanding service, on behalf of the Association, particularly in the field of education, by Dr. Sheps. This was the first time the award had been made.

Leach Textiles Ltd. and Fawcett & Grant Ltd.

Are Proud To Have Contributed toward
The Outstanding Success of The
**Panorama of Canadian
Fabrics and Fashions**

We are sure that the many thousands of Canadians who have viewed the beautiful array of fabrics and color will realize the importance of buying domestic fabrics. Buy Canadian, and not because they are Canadian but because they are nicer and better than imports.

We draw your attention to the Fancy Worsted Flannel cloth manufactured by Leach Textiles Limited and tailored by "Town Hall" in the fashionable charcoal green shade and some of the wool dresses made by the Canadian Couturiers from Fawcett & Grant Ltd., materials.

**Support this Co-Operative Canadian
Effort by Buying Canadian Textiles**



Charcoal Green Worsted Flannel with coloured nubs woven by Leach Textiles in Huntingdon and tailored in the newest men's style by "Town Hall" clothes.