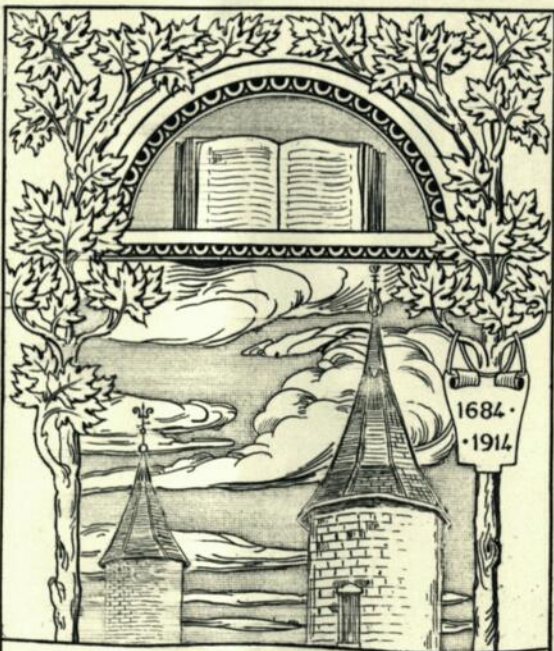


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35th Semi Annual Convention
of the

INTERNATIONAL ASSOCIATION of CLOTHING DESIGNERS



MOUNT ROYAL HOTEL
MONTREAL
JULY - 4 - 5 - 6 - 7
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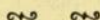
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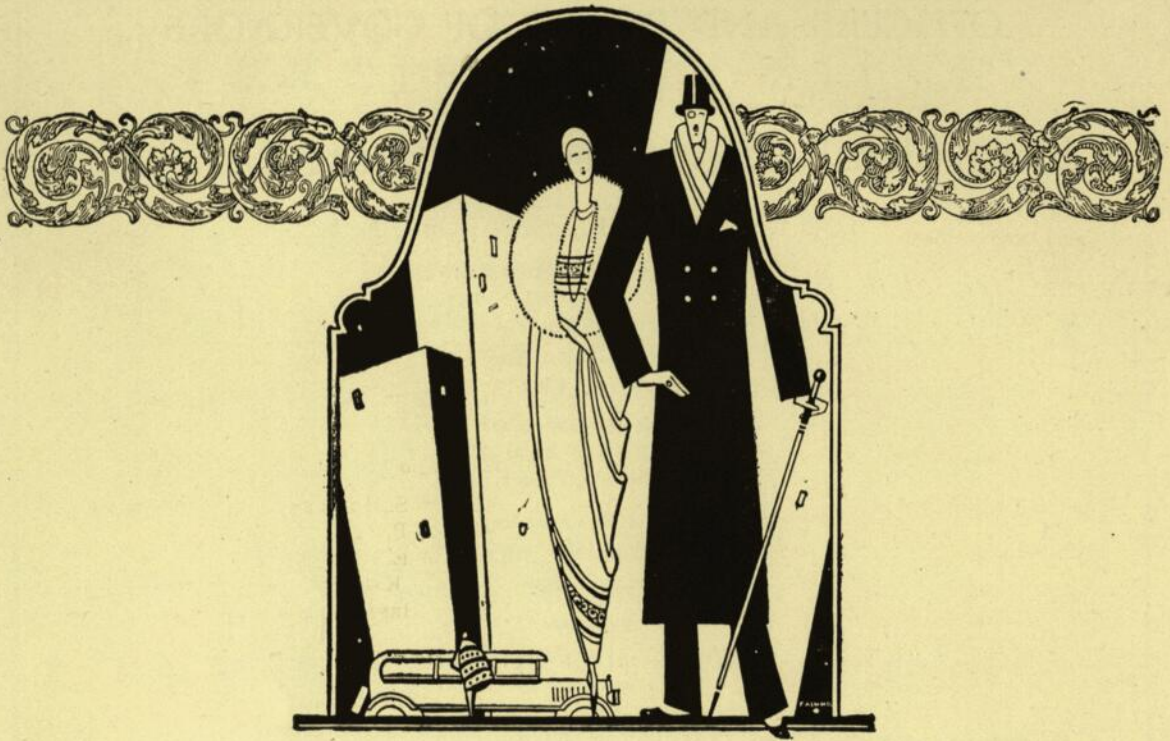
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INTERNATIONAL ASSOCIATION OF CLOTHING DESIGNERS

JULY 4, 5, 6 and 7, 1927

MOUNT ROYAL HOTEL

MONTREAL, CANADA

PROGRAM
MONDAY, JULY 4th

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10.00 A.M. MEETING OF BOARD OF GOVERNORS

Ball Room, 9th Floor

2.00 P.M. OPENING SESSION

Address of Welcome, Mayor Mederic Martin

Report of Board of Directors

Election of New Members

Report of President

Report of Secretary

Report of Treasurer

Announcements

Ball Room, 9th Floor

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INTERNATIONAL ASSOCIATION OF CLOTHING DESIGNERS

JULY 4, 5, 6 and 7, 1927

MOUNT ROYAL HOTEL

MONTREAL, CANADA

PROGRAM
TUESDAY, JULY 5th



- 10.00 A.M. BUSINESS SESSION
Report of Committees
Question Box
- 1.00 p.m. LADIES' LUNCHEON
Salon "B", Mezzanine Floor
- 2.30 P.M. Dinner and Golf Match at Marlborough Golf and
Country Club, Cartierville. Take busses at
Mount Royal Hotel, for city tour and Golf Club.
- 6.30 P.M. Entertainment, Dinner and Dance, Marlborough
Golf and Country Club. Members to be Guests
of Montreal Designers' Club.

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JULY 4, 5, 6 and 7, 1927

MOUNT ROYAL HOTEL

MONTREAL, CANADA

PROGRAM
WEDNESDAY, JULY 6th

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- 8.00 A.M.
to 10.00 A.M. Style Exhibit for Members only
- 10.00 A.M. BUSINESS SESSION
Address, Mr. Gerald B. Fels, of D. Fels & Sons
Subject: "*The Evolution of the Costume*"
Address, Mr. T. Leary
Subject: "*Past, Present and Future of College Clothes*"
Informal discussion of members of I.A.C.D., Woolen and
Worsted Manufacturers and Retail Clothiers
Good and Welfare
New Business
Announcements, re Ladies' Tour of City
- 2.00 P.M. Address, Mr. H. R. Cohen
Subject: To be announced
- 2.30 P.M. Address, Mr. Irving J. Frankel
Subject: *Progression and Retrocession*
- 3.00 P.M. Meeting of the Joint Alteration Committee
Practical Work Programme in charge of Mr. Chas. M.
Nickel, Chairman
Mr. Mandell, Sherbrooke, Que., Demonstration
Mr. Max Russell, Montreal, Demonstration
Mr. F. P. Fiori, New York City, Demonstration
Mr. H. Gross, Montreal, Demonstration
Mr. Max Kuitz, Montreal, Demonstration
Mr. Pincus Segall, Montreal, Demonstration
- 4.00 P.M. Meeting of the Joint Style Forecast Committee
Ball Room, 9th Floor
- 7.00 P.M. Thirty-fifth Semi-Annual Banquet in Ball Room, 9th
Floor, Mount Royal Hotel.
Addresses by Canon Shatford and Rev. William
J. Johnston.

Greetings from
S. Levinson, Son & Co.
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INTERNATIONAL ASSOCIATION OF CLOTHING DESIGNERS

JULY 4, 5, 6 and 7, 1927

MOUNT ROYAL HOTEL

MONTREAL, CANADA

PROGRAM
THURSDAY, JULY 7th

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10.00 A.M. BUSINESS SESSION

Report of the Style Forecast Committee

Report of the Alteration Committee

Unfinished Business

Selection of Time and Place for next meeting

1.00 P.M.

to 4.00 P.M. Garment Exhibit

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Made in sixteen different models for handling twenty-five blind stitching, padding and felling operations on sack coats, overcoats and trousers.

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Samples of blind stitching operations performed on Lewis Invisible Stitch Machine sent free on request. Your correspondence is invited.

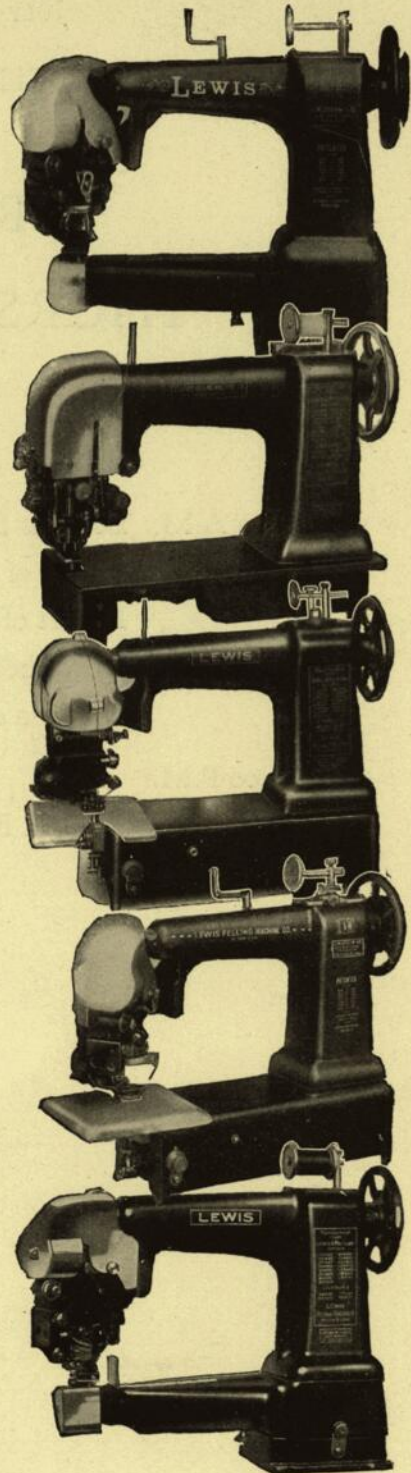
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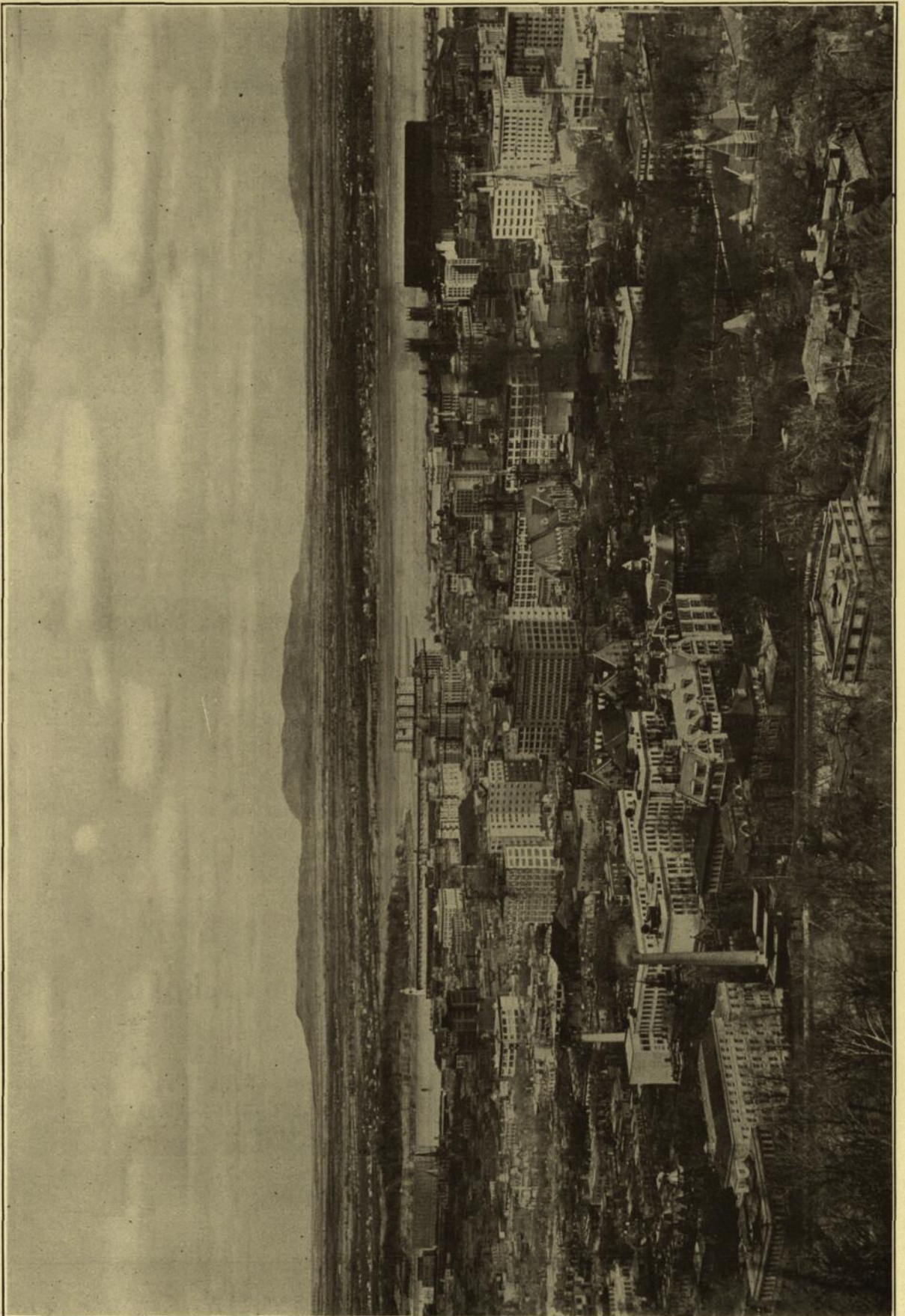
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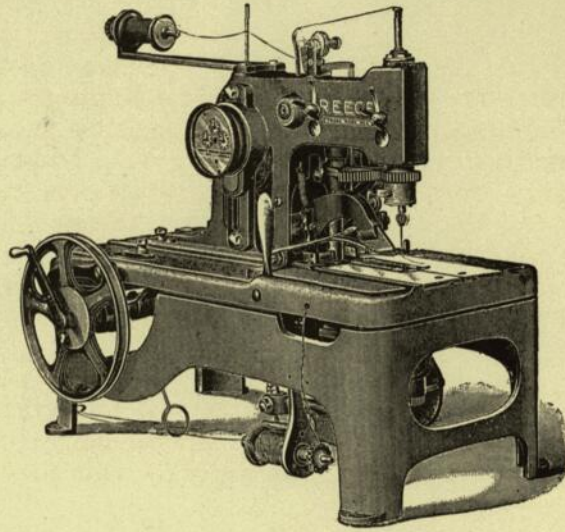
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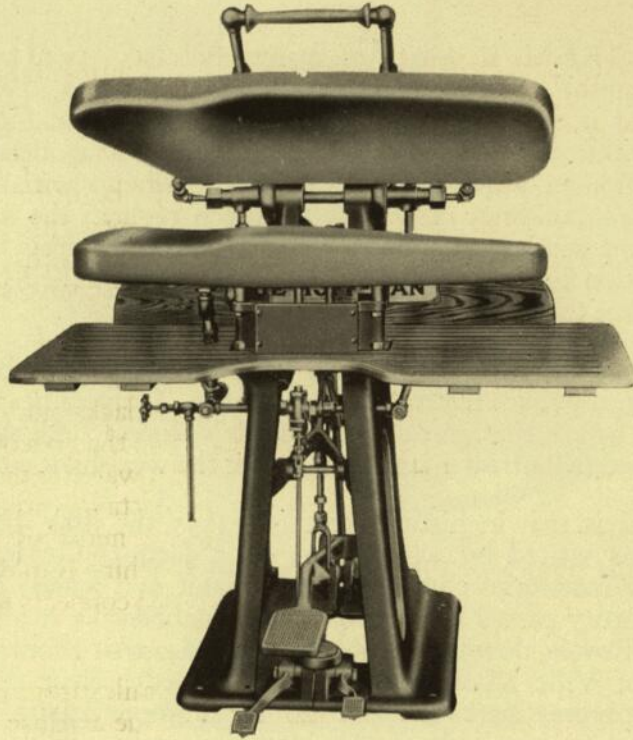
ONTREAL is a city of many contrasts—two races (French and English)—two religions—two official languages. With a population that is seventy per cent French, business and Courts of Law are conducted in both French and English. Magnificent modern office buildings, warehouses and banks rub elbows with square-gabled old stone buildings of the early French régime; the steeples of sacred edifices peer in at the windows of modern commerce. The narrow little streets that huddled for protection inside the fortifications of the original Ville Marie are crowded today with commerce that overflows into larger arteries of trade.

There are many beautiful buildings, both old and new, of Banks, Railways, Hotels, private and public Institutions, Hospitals, Universities and Churches. There are palatial homes that grace the mountain's slopes. All speak of industry and wealth. Indeed, Montreal is per capita one of the wealthiest cities in the world.

Old Montreal is rich in history, too. In 1535 the little Indian Village of Hochelaga first was visited by white men, when Jacques Cartier landed at the foot of the stately mountain, climbed to its summit and named it Mont Royal. Nearly another century passed before Champlain established a small trading post at what now is Place Royale, downtown, but it was in 1642 that Montreal was founded under the name of Ville Marie, by Paul de Chomedey, Sieur de Maisonneuve. His heroic figure in bronze marks the spot in Place d'Armes Square. From a lonely little fort in the forest, hundreds of miles from any other white settlement, surrounded and constantly endangered by a ferocious foe, Ville Marie outlived the cruel hardships of her pioneer days, and, alternately under the flags of France and Britain, continued to prosper, and grew into the city of today—Montreal, the commercial metropolis of Canada.

The situation of Montreal is unique. This island city, at the head of ocean navigation in Canada, is the largest Inland Port in the world; 1,000 miles from the sea, it is more than another 1,000 miles from the head of inland navigation on Lake Superior. Here at Montreal goods from all corners of the globe are reloaded for distribution by boat and rail to the whole Dominion of Canada, and from this port nearly thirty per cent of the exports of the Dominion are shipped. It is the leading grain shipping port of the world.

Forty Million Dollars have been spent in port equipment and another Five Million have been voted for additional equipment and terminals. The management of Montreal Harbour is entirely under the control of the Harbour Commission of Montreal which owns 60 miles of harbour railway terminals and 24 permanent, fireproof sheds. There are about 200 acres of land, with more than 9 miles of wharfage which can accommodate 125 vessels. Wharves are electrically lighted so that loading and unloading go on by night and day during the shipping season. A conveyor system loads grain simultaneously to nineteen vessels, from huge, modern, fireproof elevators with a capacity of 12,000,000 bushels. In 1923, 120,000,000 bushels of grain were loaded at Montreal during the seven months that the port was open. During this period more than 1,100 ocean vessels (tonnage 3,700,000) arrived, and more than 5,000 vessels arrived from lake ports.



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The annual volume of trade at the Port of Montreal is more than \$750,000,000. Customs and Excise Receipts for 1922-23 were more than \$86,000,000; Bank Clearings for 1923 more than \$5,400,000,000.

Montreal is the headquarters of the two great transcontinental railway systems of Canada. It is the terminal for all lines—east and west, north and south—the Railway Metropolis of Canada.

Mount Royal Park is outstanding as one of the most beautiful city parks to be found anywhere—a mountain enthroned in the heart of a great city, a place of rest to the tired body, an inspiration to the jaded soul. Its many paths winding among the trees and down ravines are the delight of riders and pedestrians, while the beautiful serpentine drive sweeps upward to the summit.

The Lookout discloses a sweeping view of city, lake and River St. Lawrence; wide farmlands, solitary nearby mountains and the Adirondacks blue on the southern horizon. Another lap of the drive circles the summit above the Lookout, the Island of Montreal spread out below. Glimpses of sun-silvered water indicate the course of Rivière des Prairies (the Back River branch of the Ottawa), the Lake of Two Mountains (the Trappist Monastery at Oka lies in the midst of these hills) and Lake St. Louis, while a flash of white discloses the Lachine Rapids some distance above the Victoria Bridge that spans the St. Lawrence and connects up the City and Island of Montreal with the mainland to the south.

The River St. Lawrence at this point, a thousand miles from its ocean outlet, is more than a mile wide. St. Helen's Island breaks its blue expanse.

From the Lookout one also observes many notable city landmarks, the twin towers of Notre Dame, the great dome of St. James Cathedral, the tapering Gothic tower of Christ Church Cathedral; the huge grain elevators in the harbour, the green dome of the Bank of Montreal; the Ritz-Carlton Hotel, the Windsor Hotel, The Mount Royal; the Grey Nunnery, Montreal College, the City Reservoir, the Royal Victoria Hospital, the Hotel Dieu; the grey stone buildings of McGill University half-hidden in a grove of magnificent elms and maples.

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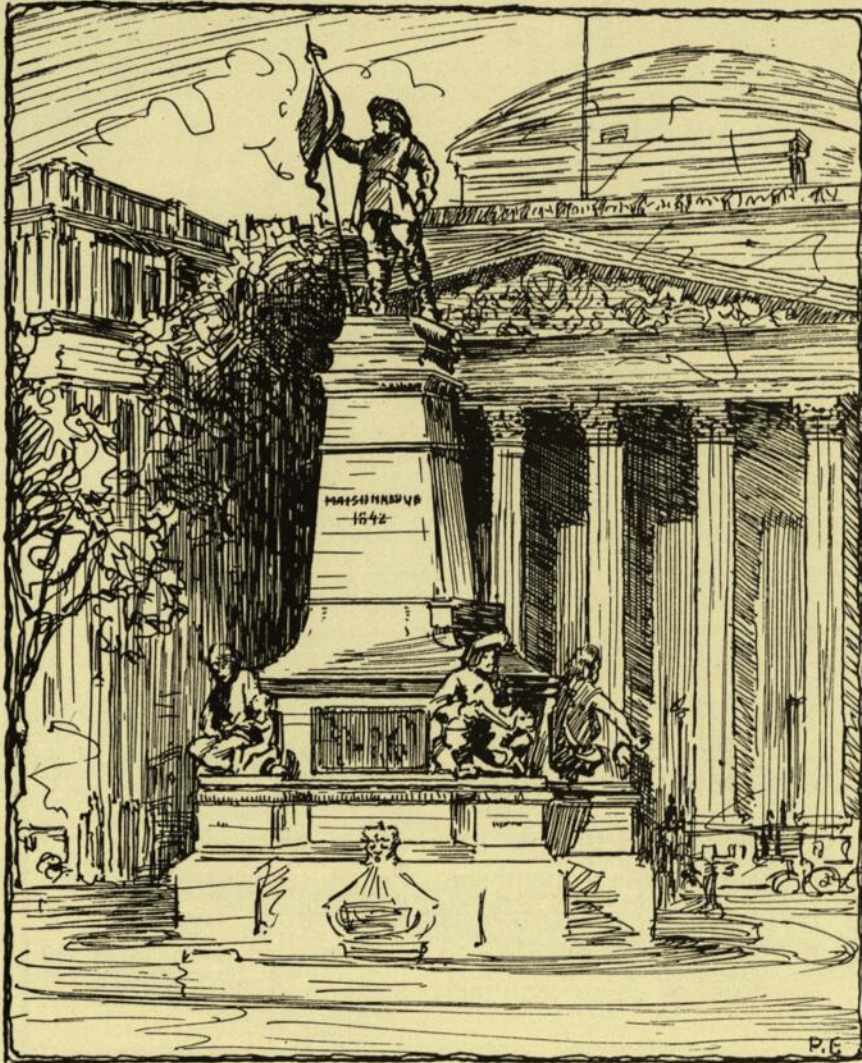
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MAISONNEUVE MONUMENT on Place D'Armes. It was here, when Montreal was but a struggling settlement that the Indians, deciding to attack the white man, whom they termed the *Invaders*, were repulsed by Maisonneuve, and a small band of settlers, but it was only after Maisonneuve had slain their chief that they retreated. The statue in the centre of the square was erected to the valour of Maisonneuve.



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☞ We're proud that Canada can again play host to you. We believe it once more reaffirms the important position that the Canadian designers and manufacturers hold in the International Association.

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ON THE south of the Place d'Armes stands the parish church of Notre Dame. The church was built in 1824 to take the place of an earlier structure dating back to 1672. The existing church is 255 feet long and 134 feet wide, and accommodates 10,000 worshippers. Its twin towers (227 ft.) contain ten bells, one of which, known as "Le Gros Bourdon", weighs 24,780 lbs., the largest in America. Beside the Church stands the historic Seminary of St. Sulpice, one of the few remaining relics of the days of French rule. This ancient building is now used for the offices of the Order of St. Sulpice whose founder, Abbé Olier, sent out Paul de Chomedey, Sieur de Maisonneuve, in 1641 to establish the missionary enterprise which afterwards developed into the City of Montreal.

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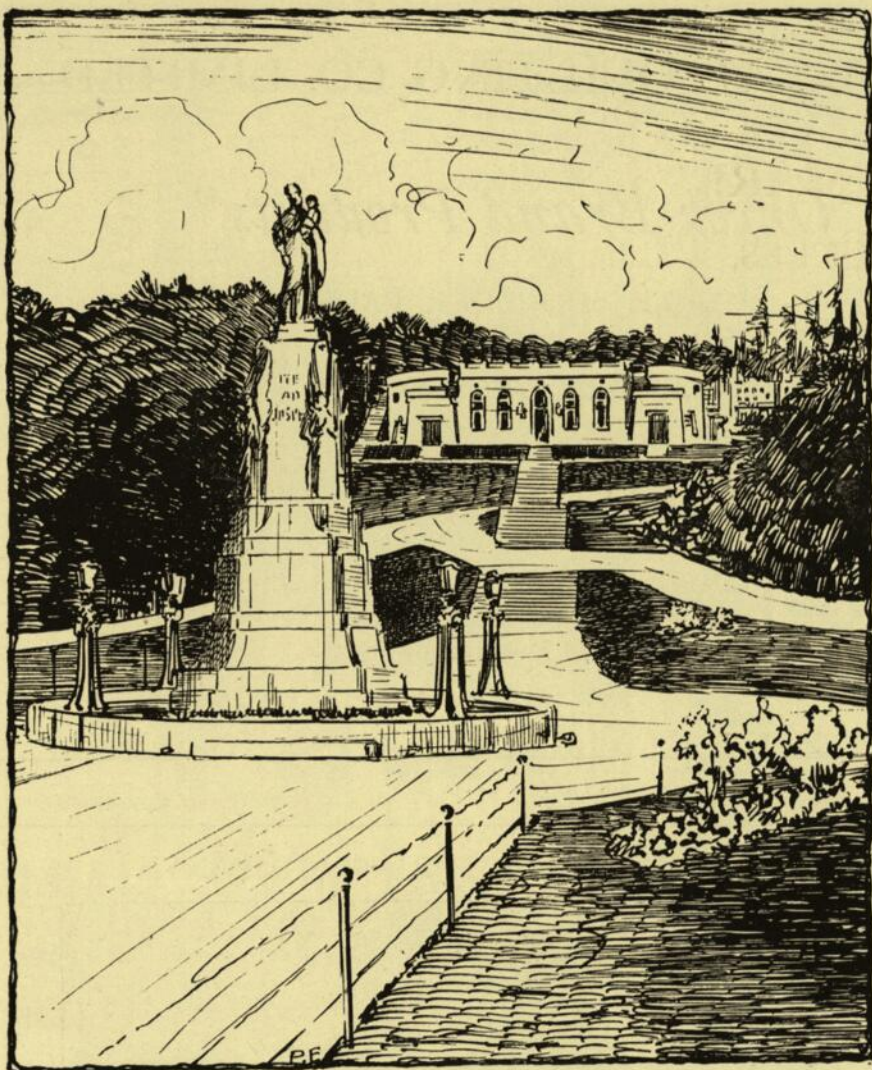
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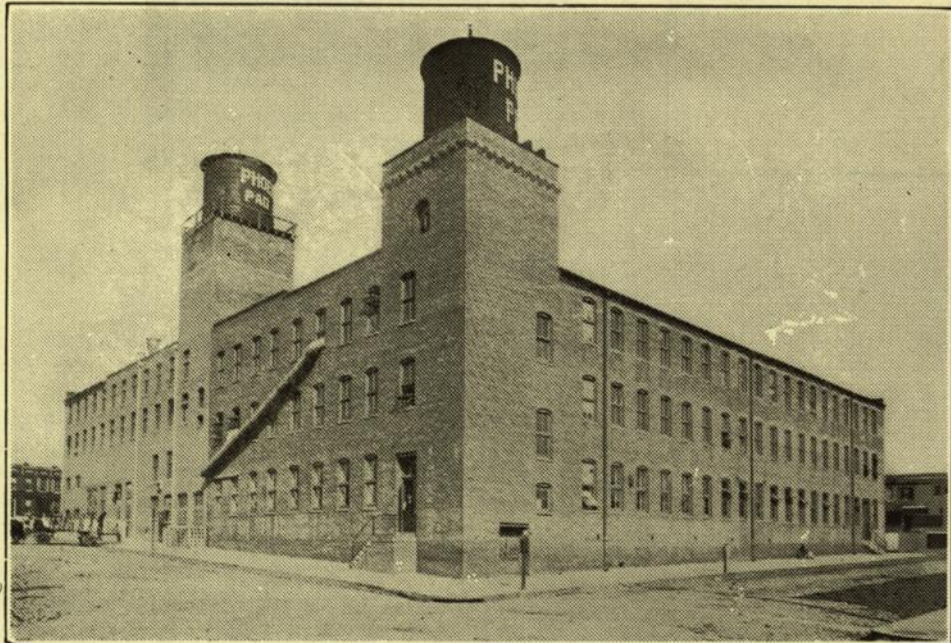
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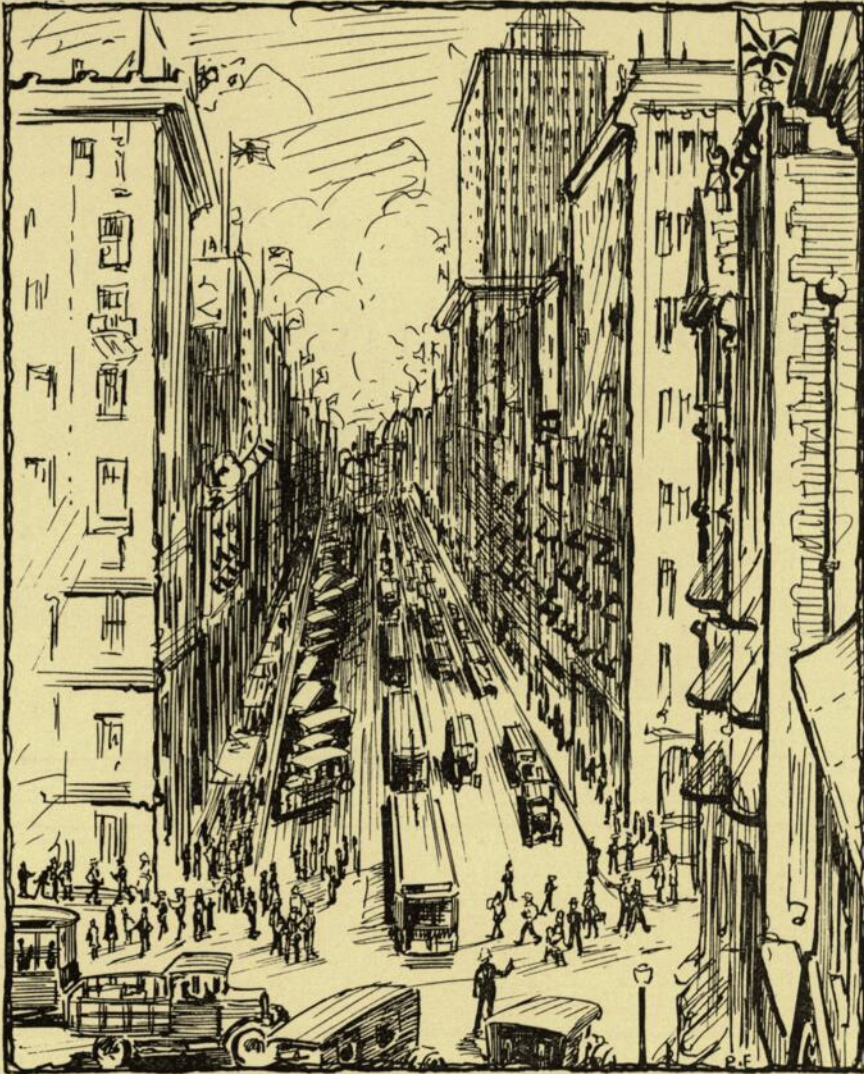
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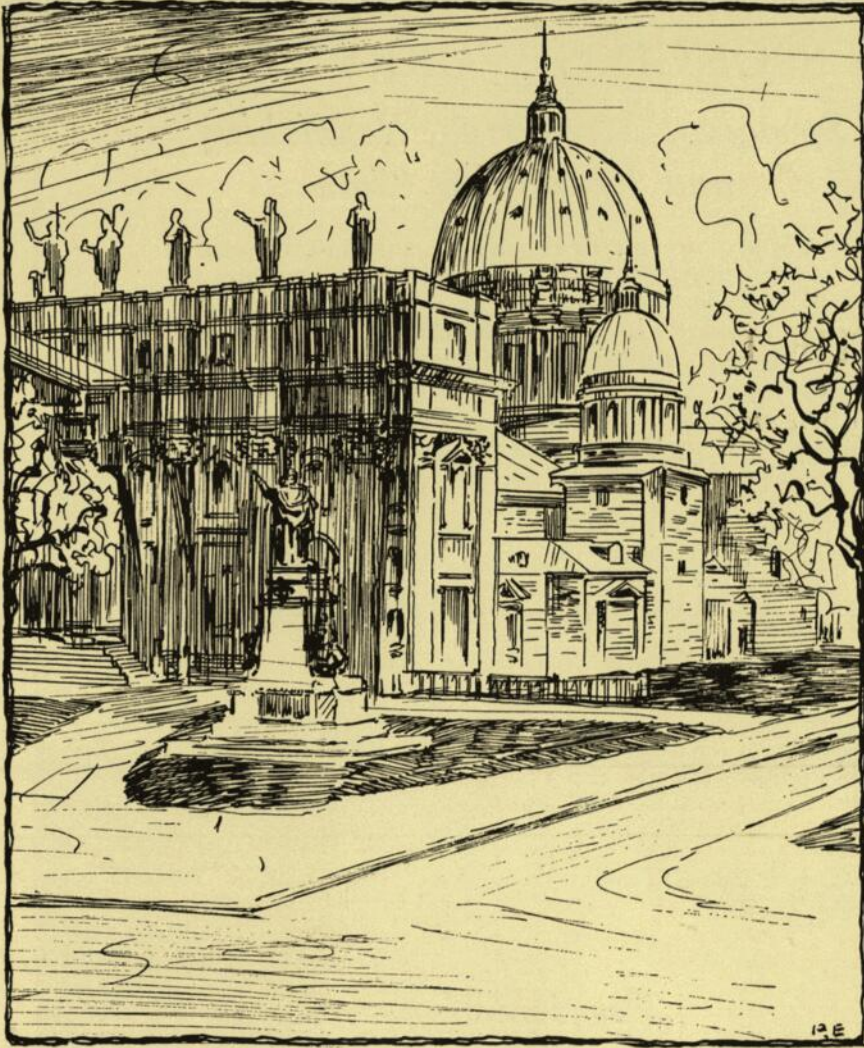
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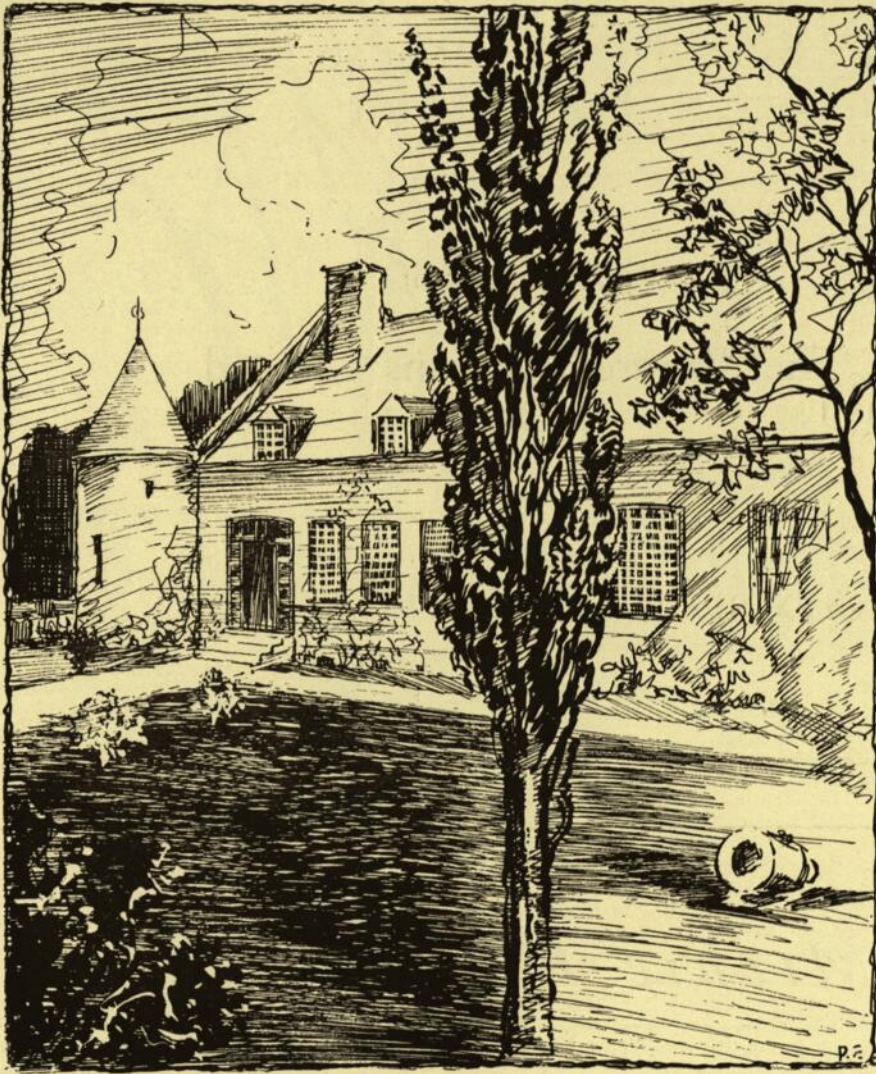
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CHATEAU DE RAMEZAY is full of Canadian historical relics, a veritable treasure-house. It was erected in 1704 by Claude de Ramezay, Governor of Montreal.

When the American revolutionary army occupied Montreal in 1775, Montgomery made the Chateau his headquarters and from it issued his manifesto to the Canadian people, urging them to cast off their allegiance to Great Britain. Benjamin Franklin came here at the time, bringing his printing press which was set up in the vaults of the Chateau.

When Montreal was the political capital the Chateau was used for departmental offices, and, after that, as the Court House, until the completion of the present one.

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THE OLD TOWERS of the Grand Seminary of Montreal, known since it was founded in 1657 as the Seminary of St. Sulpice, form one of the most interesting sights of the City.

The ancient seminary at one time owned a fortified Indian Mission post, built in 1694. Around it clustered the village of the Indian converts—the two quaint Martello towers in the grounds of Montreal College on Sherbrooke Street being all that remains of the historic place.

The original quaint Seminary of St. Sulpice still adjoins the Parish Church of Notre Dame, but Montreal College on Sherbrooke Street is now the main home.

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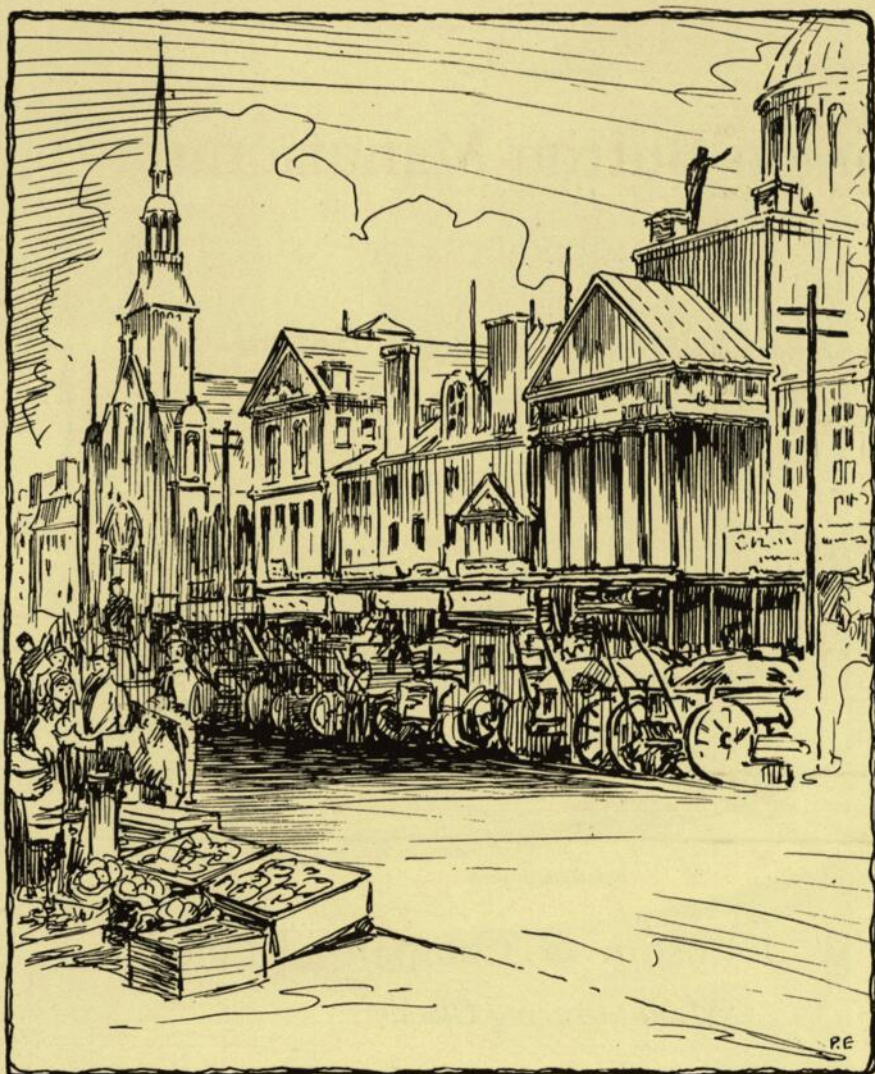
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BONSECOURS MARKET is one of the town sights on a market day because of the scenes of French Canadian provincial life. Thither on Tuesday and Friday the country habitants flock, with their little carts and their homespun clothing. Amid the noise of Norman patois, over the "trente sous", the "neuf francs", or the "un écu", one catches glimpses, through the jostling crowds, of piles of native tobacco, maple sugar, ducks, chickens and garlic, straw hats and home-made rocking chairs, rosaries and cheap jewellery. At Eastertide the display of enormous beeves, decorated with paper roses, delights the hearts of the children. The lover of human nature will observe a thousand studies of character in an early morning's push through these crowds. Here Bonsecours Church—Montreal's oldest church—is also situated.

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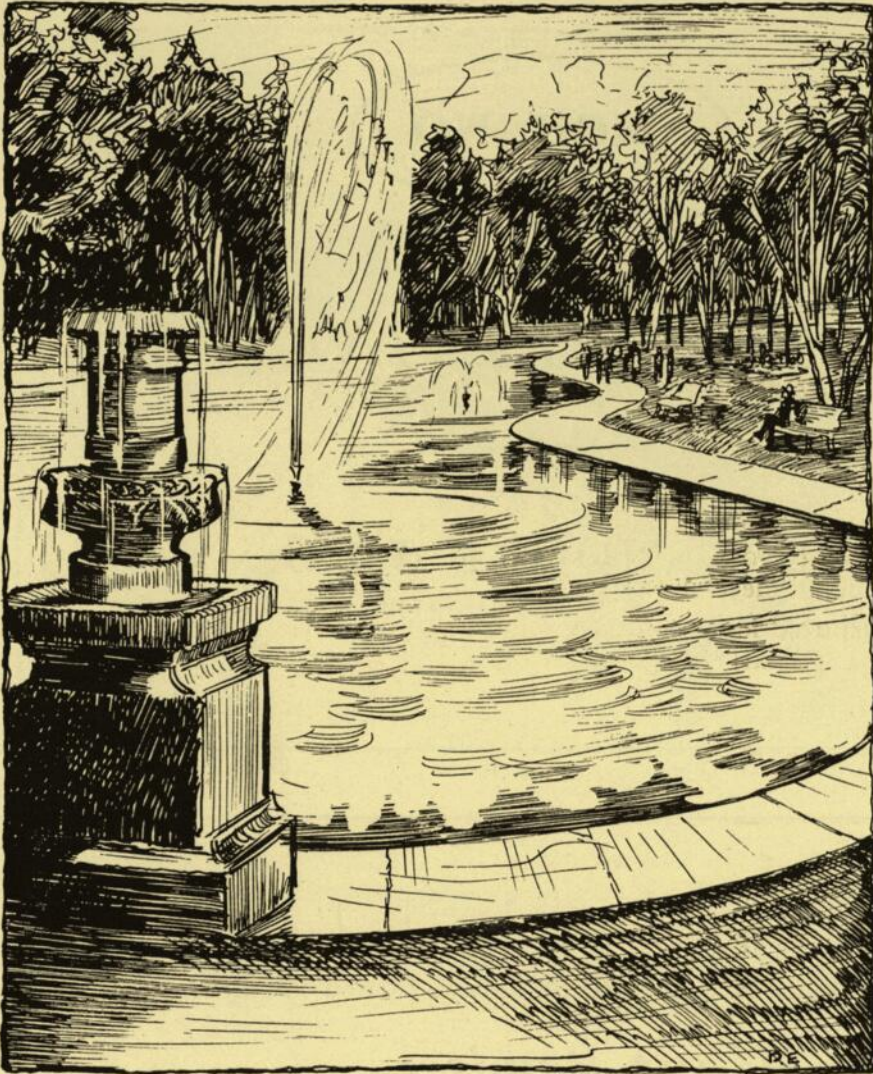
EXTENDS a cordial welcome to visiting members of the

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WESTMOUNT PARK, situated on Sherbrooke Street West, is one of the beauty spots of Westmount, where the kiddies romp around on hot summer days, shaded by the beautiful trees, and amuse themselves sailing their boats on the small lake or playing in the playground which offers chutes, swings and sand-piles. The Park covers a large area and also provides playgrounds for the adults in the form of tennis courts, a cricket pitch, football field, baseball diamond, and band concerts every week during the summer. The Westmount Public Library is centrally located in the Park as well as Victoria Hall where many social functions are held during the winter months.

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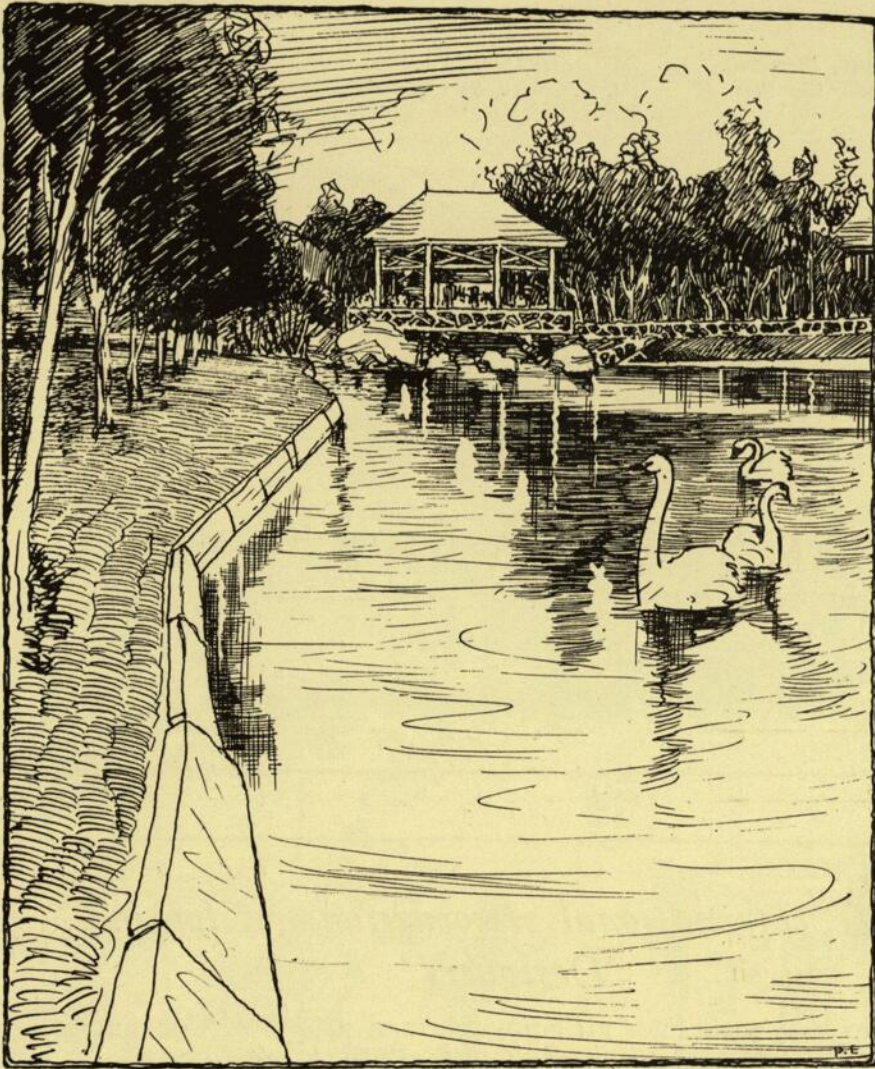
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LAFONTAINE PARK, in the northeastern portion of the city on Sherbrooke St. East, is large, well laid out, with fine driveways and a pretty artificial lake. It is resorted to by thousands during the summer. Overlooking the south end of the Park is the new Public Library of Montreal, a magnificent building. In the same district, but on St. Denis Street above Sherbrooke, may be seen ST. LOUIS SQUARE, which is decidedly attractive. It is small, but is embellished by a large rectangular pond occupying the centre, the bright flat mass of which with a distant view of Mount Royal, stately trees around and picturesquely turreted houses of cut stone lining the surrounding streets, give it much beauty. In the centre stands a statue of Octave Cremazie, the French Canadian poet.

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


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May your deliberations and investigations on this occasion
result in undoubted progress and development
for each and every one of you.

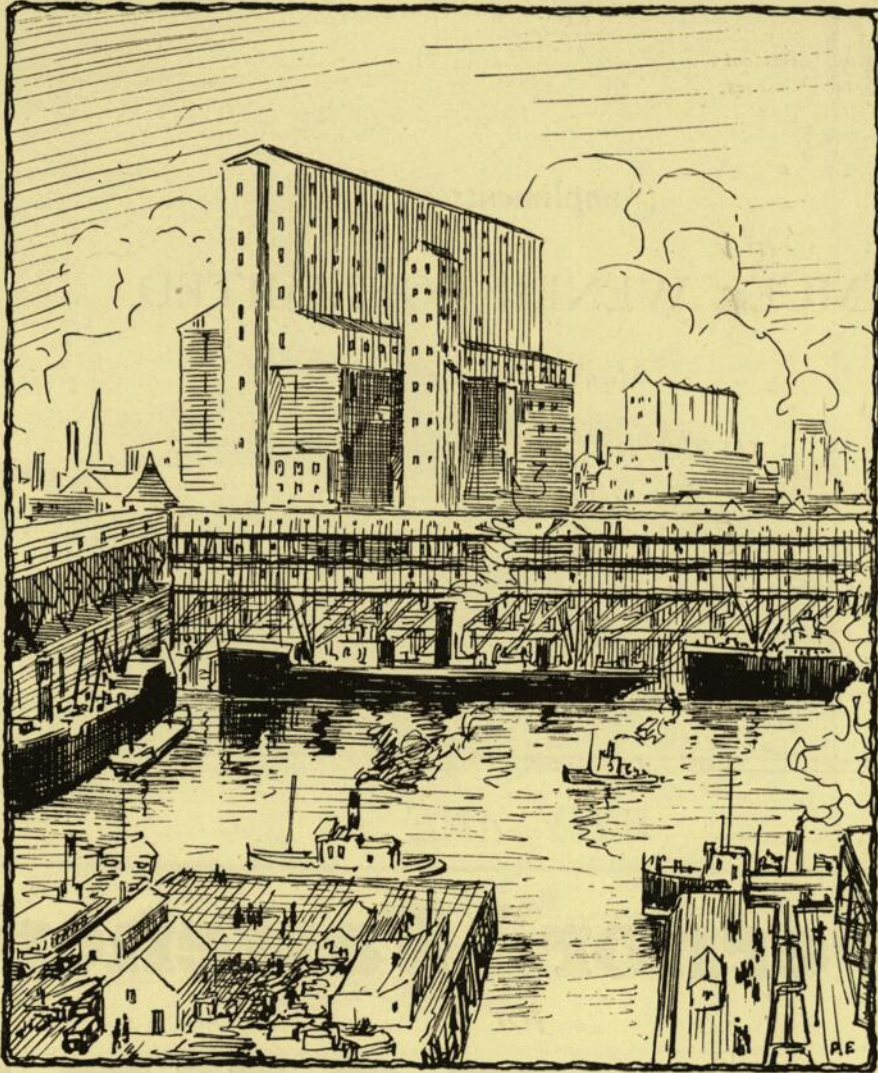


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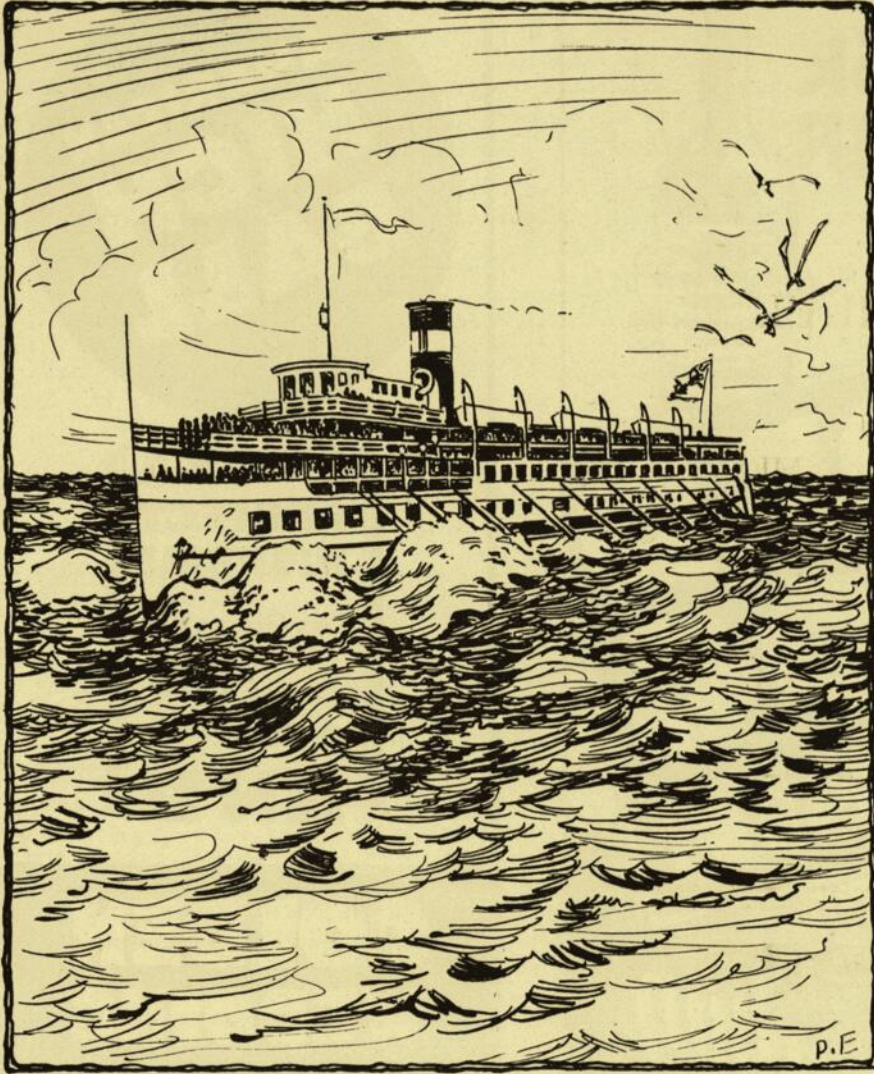
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THE LAND OF LASALLE



THE entire Province of Quebec is rich in legend and history, but, perhaps no part of the Province enters so prominently into this history as the district surrounding the Island of Montreal. Many old pioneers have left their mark on the Continent, but none more so than Monsieur de LaSalle, founder of Lachine. He came to Montreal in 1666. From the Seminary of St. Sulpice he received a grant of land on the St. Lawrence River near the present town of Lachine, where he established his first seignury. On this property he erected Fort Remy, but, in spite of all he accomplished, he still dreamed of the vast country to the West, until, at last, he became haunted by the dream of many other explorers before his time—an all-water route to China.

Courcelle, the Governor, deplored the fact that there was no money in the Colonial Treasury for such undertakings. With fine scorn LaSalle sold his seignury and finally spent his last sou to finance the expedition himself.

Mystery surrounds his movements for the next year or two, but there is no doubt that he explored the Ohio Valley and penetrated the Michigan forests to the Illinois River, and these adventurous years de eloped the tremendous ideal which thereafter shaped his life.

When the Count de Frontenac replaced Courcelle as Governor, LaSalle hurried to the new Governor to seek support for his plan to build a chain of forts along the Great Lakes, eventually extending down the Mississippi to the Gulf of Mexico. LaSalle would then lead civilization into the Mississippi Valley.

Frontenac's imagination was aroused. He gave LaSalle such support as permitted the building of the first fort on Lake Ontario near the present City of Kingston.

During the winter of 1679, he began work on Fort Niagara, and began to build a vessel for use on the Great Lakes. At times, the Indians of the region became troublesome, and, on more than one occasion, tried to set fire to the new vessel. But, in spite of excessive hardships, she was launched in the spring—the first sailing vessel ever to appear on Lake Erie. She was christened "The Griffin."

The expedition sailed right into Lake Huron and up to the mouth of Lake Michigan where they disembarked and went forward by canoe. LaSalle sent "The Griffin" back to Niagara with her hold full of furs.

At the head of Lake Michigan, he built another fort—Fort Miamis on the St. Joseph River and garrisoned it with a few men. The main party pushed on to the Illinois River on whose banks they

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erected another fort, Fort Crevecoeur. There they awaited news of the return of "The Griffin," but the ship had disappeared without trace of her going, and it is thought that a renegade among the crew scuttled the ship after he had rifled her precious cargo. Legend tells that a phantom Griffin still sails the Great Lakes.

The following spring, LaSalle set out on perhaps what is the most gruelling journey ever made by man on this Continent. Despairing of the return of "The Griffin", he decided to go to Quebec for supplies. With a few men, he attempted the journey by water, but, the late ice on the small lakes soon forced the party to construct rude sleds and drag their canoes through the forests in waist-deep slushy snow. Finally, they had to abandon them and proceed over land. Reaching Lake Erie, all but LaSalle and one other were too ill to continue, so he built a canoe and paddled the crippled men to the post at Niagara and hurried on to Fort Frontenac, completing his journey of one thousand miles of wilderness, traversed under almost impossible conditions in 65 days.

With the realization of his dream now well in sight, LaSalle returned to France where he obtained the support of the King to organize a colony at the mouth of the Mississippi. Four ships were commissioned and a company of 200 colonists recruited. The fleet sailed direct to the Gulf of Mexico.

In the exotic Spanish colonies of Cuba, scores of his men deserted. Two of the ships were lost and a third wrecked. Tenaciously LaSalle carried on, charting his course by inadequate maps until he reached the mouth of a river which was supposed to be the Mississippi, but, unfortunately, they had sailed 400 miles west of their objective. A temporary colony was founded and LaSalle started across the country to seek the great river. The treacherous swamps, starvation and illness were commonplaces to him, but not so to his untried companions. Their spirits were broken, and, when within a few days' journey of their goal, one man, in a frenzy, shot LaSalle.

None of the survivors had the essence of leadership. Most of them went native, marrying into the tribes, and the forsaken little colony perished utterly. Only seven of all the expedition ever reached Canada, and strangely enough, one of them was Rene Robert Cavelier, Sieur de la Salle, and an uncle of the great explorer.

* * * * *

The properties of the Distillers Corporation at Ville la Salle comprise fifteen acres of what was originally LaSalle's first seigneurie. From ancient records it has been ascertained that he held several hundred acres in this district, and, in order to finance his first expedition, sold four hundred and twenty acres of improved land, including Fort Remy to one Jean Millet, for \$560.00.

The adjacent town of Lachine (China) received its name from LaSalle's dream of finding an all-water route to the Orient.

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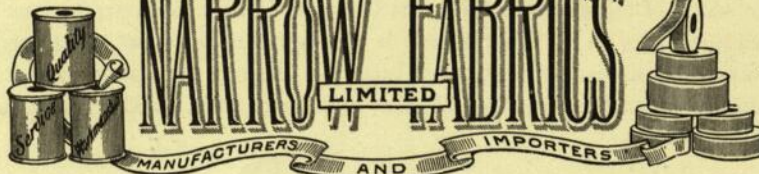
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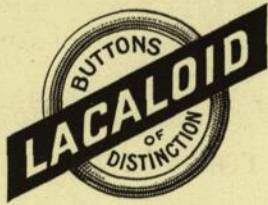
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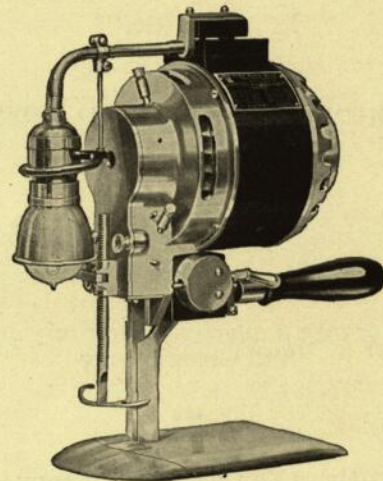
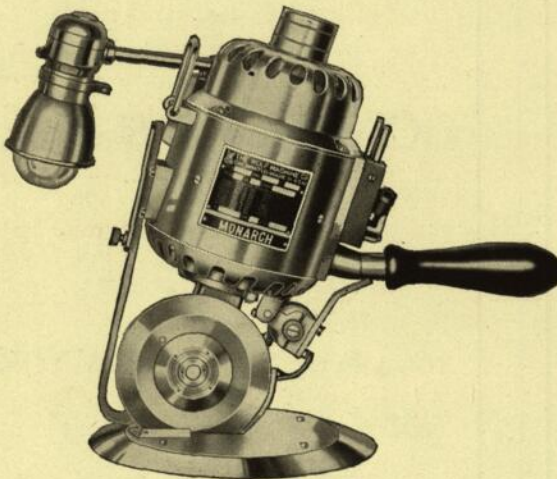
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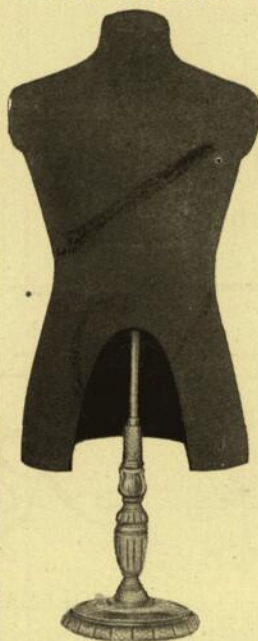
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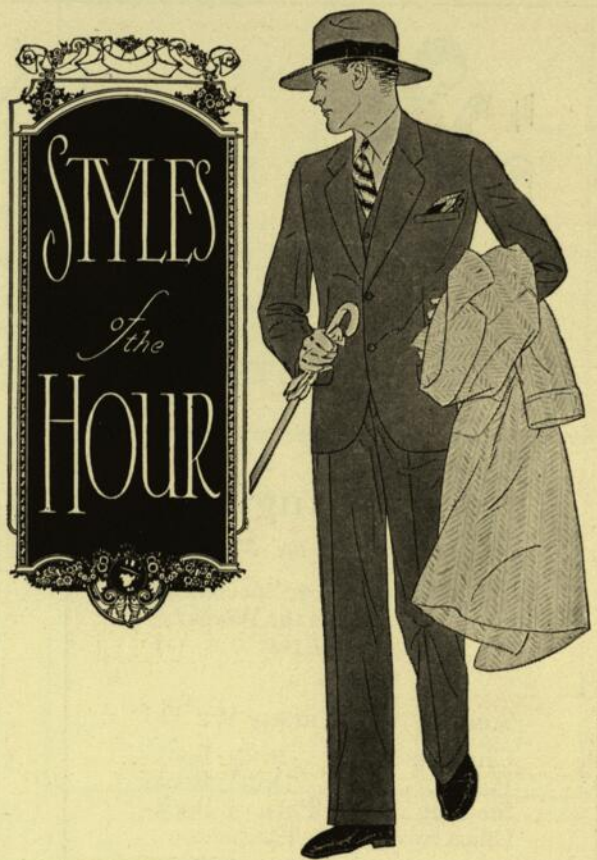
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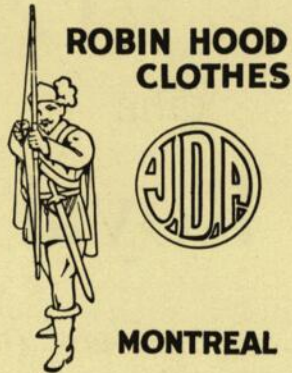
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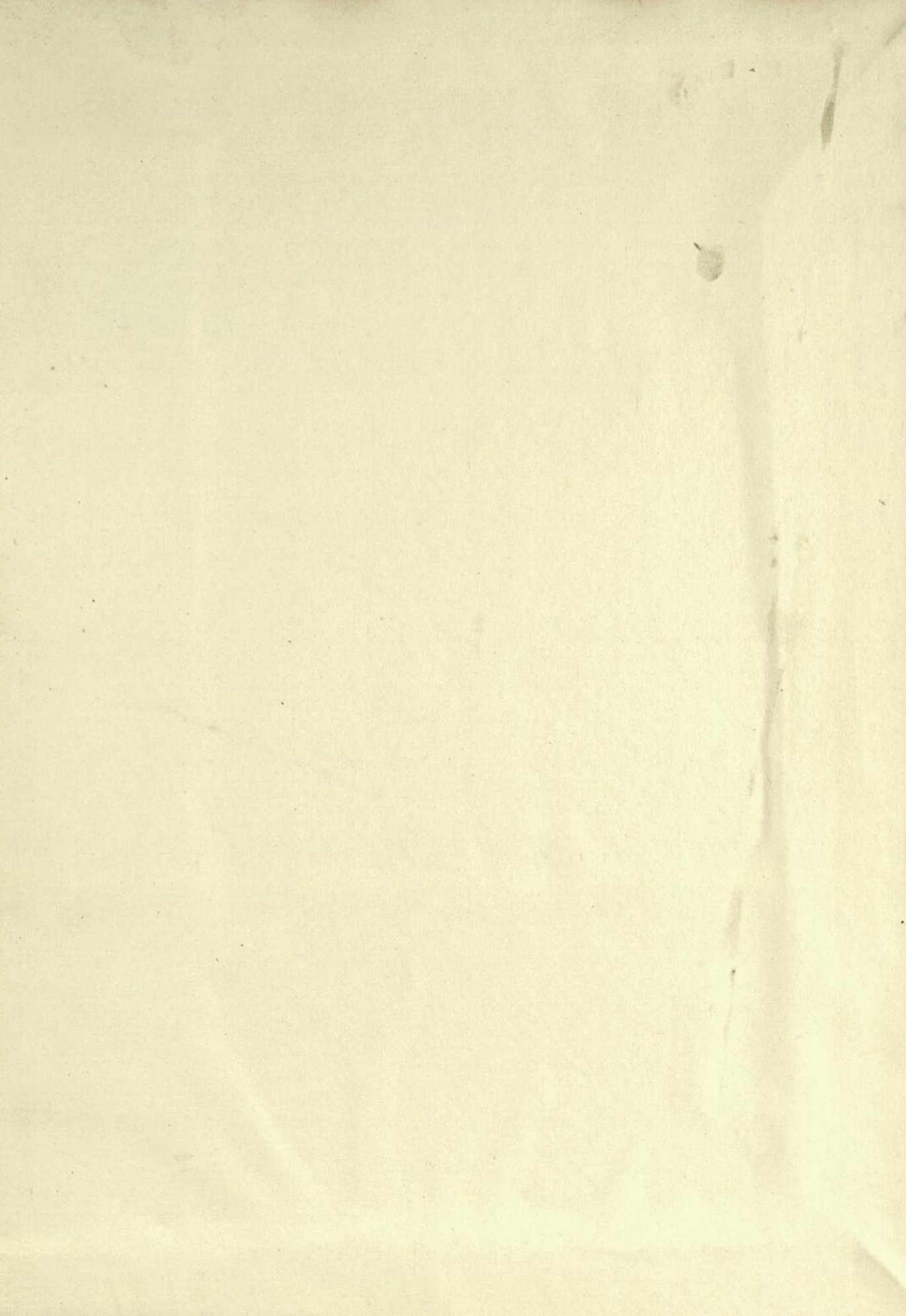


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