Secrecy of Canada's blue bloods unveiled today in social register

By ROBERT RICE
Canadian Press Staff Writer

MONTREAL (CP)—The last shred of secrecy has been shorn from Canada's first blue book of blue bloods.

The long-touted, often-troubled Social Register of Canada, a bread pudding of 40,000 names from the upper crust, is to appear at last on the Canadian scene.

Mailing of the first copies of the gold-embossed, blue-bound book began today.

Inside the inch-thick directory are the names, addresses, city and country, titles, decorations, clubs and phone numbers of most of Canadians the register regards as socially acceptable. But register officals say some who are not also are listed.

Emerging on a country that never knew its elite in such detail, the list may provoke pique, wrath, curiosity, controversy or utter indifference.

It'll depend largely on who's in and who's out.

"There's no way you can buy your way in or out of the Social Register," says one of its chief promoters, David B. Crombie of Toronto. "If the arbiters say your name is in, it is in. If they say it is out, it is out."

Mr. Crombie, editor of Mayfair magazine, is vice-president of Social Register of Canada Limited, the frankly commercial outfit that is promoting and printing the book. President is Peter N. Dawes, a wealthy business executive of Montreal. There are three other shareholders, whose identity is secret.

Secrecy has cloaked the whole operation. Some 300 arbiters across Canada were asked—for a fee—to nominate notables of their hometowns for inclusion in the bible of blue bloods.

Names flooded in, and the registry office sent out formal notices to those named. Charlotte Whitton, former Ottawa mayor and one of those nominated, snorted in her column that she was already in a blue book of thoroughbreds—a Holstein cow named after her was in the directory of pedigree cattle.

A watchman's wife in Vancouver said she'd been invited to send biographical details to the registry. The Better Business Bureau in several cities reported that callers were inquiring about the enterprise.

The backers admit they expect to make a profit—but won't say how much.

The book itself is not sold. It is available only to members of the Social Register Association of Canada, which is open only to people listed in the book. Membership fee is $25.

Selection of people for the roll call for Canada's aristocracy was on the basis of merit and good deeds as well as social graces. Some women who've never given or attended a cocktail part in their lives are listed.

But some names that the arbiters call "undesirable" did sneak through the careful curtain of checks.

"They will disapear from future volumes," said Mr. Crombie.

"And fortunately, the names of some very worthy people have been overlooked because of the immensity of the editing task."

Once it is published, the book will also be made available to "worthy institutions" such as leading clubs, editorial offices, social secretaries and embassy officials—for $100.

But Social Register officials, who work in a cluttered, sixth-floor office without a nameplate on the door, may they reserve the right to judge the "social responsibility" of the institutions.

Certain unspecified embassies, they said, won't have a chance of getting a copy.

"Recognizing that publication of one's name in the Social Register is tantamount to confirmation of a reserved seat in the first tumbril, we shall not make the directory available to the diplomats of certain nations," a spokesman said in a press release.

"It is the duty of Canada's social arbiters to take every precaution lest the gutters of our better residential streets run blue with the blood of our members."

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READERS

- Though it may be early—it is also timely. Christmas Cards early this year. Have the Personalized selection now on display at the Daily News. Selections are complete, costs are low. (206nc)
- Dance for Local 708 members and guests October 17th, at the Legion Auditorium, 9:30 p.m. (206)
- Sons of Norway Whist and Dance, Friday, Oct. 17. Whist 8:00 p.m. Dance 10:00 p.m. (206)
- Valhalla Dance Friday, October 17, 10 p.m. Everybody welcome. Admission $1.00. (206)
- U.F.A.W.U. Shoreworkers Local meets 8:00 p.m. Oct. 16, Main Lounge Civic Centre. (205)
- For quick results and money in your pocket, try a Classified. (206)

BOUNDING WITH VITALITY, almost savagery, members of the Bolshoi Theatre ballet are shown above performing the "Dance of the Tartars" in the Rank Organizations film "The Bolshoi Ballet". The 100-minute film in full color, sponsored by the Rotary club will be shown here next Monday and Tuesday at 8 p.m. at the Totem theatre.

Farewell party, presentations honors popular Robert Jensen

A former president of the Civic Centre Teen club and popular youth organizer, Robert A. Jensen, was feted last night when a large group of friends gathered to attend a farewell party in his honor, at the home of Miss Elsa Schmidt, 1305 Overlook Street.

Mr. Jensen, leaves tomorrow morning by Canadian Pacific Airlines plane for Vancouver where he will take up his new position as the B.C. representative of Jantzen of Canada.

During the fun-packed open house party, games were enjoyed along with a showing of home movies by the hostess.

Highlight of the night's activities was the presentation of a large array of gifts made to the guest-of-honor by the hostess, on behalf of the other guests.

Receiving a black Alaska diamond cufflink set, a desk set and a table lighter, Mr. Jensen expressed his gratitude to his many friends.

A variety of German foods, which included a "Bon Voyage" cake, made by Miss Donna Petroff RN, was served in buffet style to conclude the affair.

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Backache is often caused by lazy kidney action. When kidneys get out of order, excess acids and wastes remain in the system. Then backache, disturbed rest or that tired-out and heavy-headed feeling may soon follow. That's the time to take Dodd's Kidney Pills. Dodd's stimulate the kidneys to normal action. Then you feel better—sleep better—work better. Get Dodd's Kidney Pills now. 59

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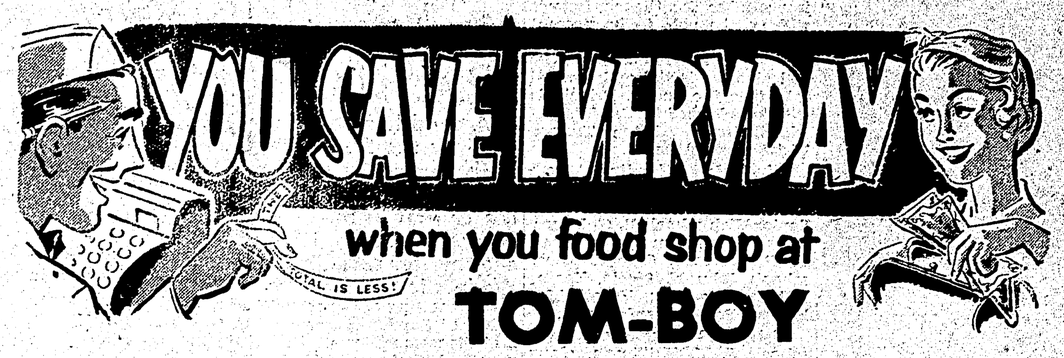

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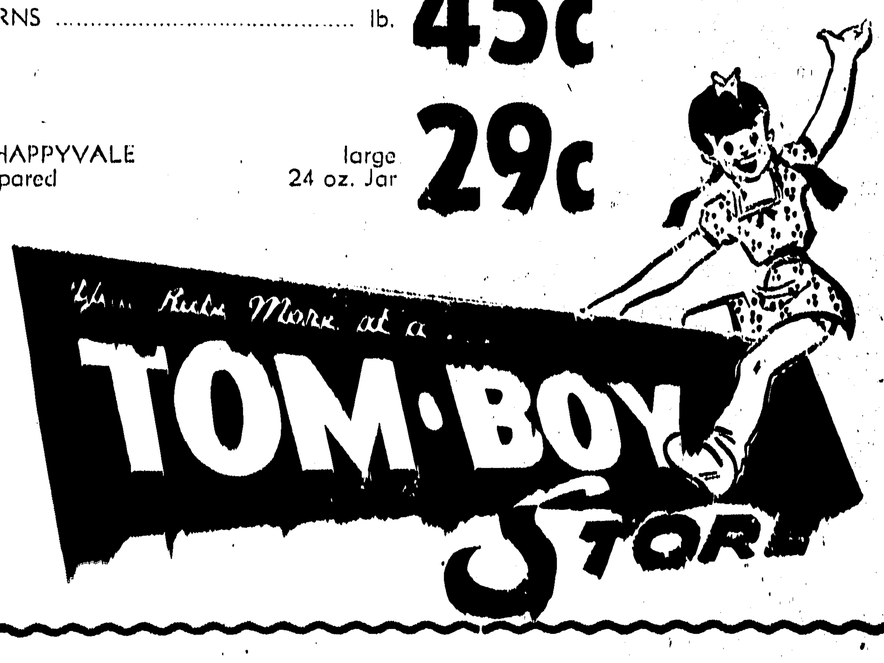

NOTICE

The Northern British Columbia Power Company Limited is advised that the Public Utilities Commission of the Province of British Columbia has approved a new tariff of rates and regulations pertaining to electrical service within the Municipal limits of the City of Prince Rupert and adjacent areas.

An order in council has been passed authorizing the new tariff effective as from October fourteenth (14th) 1958.

Copies of the tariff will be available for perusal, or enquiries pertaining thereto may be made at the Head Office of the Company in the Bosner Building, Third Avenue West, Prince Rupert, B.C.

NORTHERN B.C. POWER CO. LTD.
October 15, 1958.