



The BC Blazon

Newsletter of the British Columbia/Yukon Branch

Patron of the BC/Yukon Branch: The Honourable Iona Campagnolo, PC, CM, OBC, Lieutenant Governor of British Columbia

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Another farewell to arms

BC government abandons coat of arms in favour of logo

To quote Yogi Berra: “It’s déjà vu all over again”. Our last issue brought you the story of the elimination of the civic arms from public view in Vancouver and their replacement by a new logo. Now the process is being repeated by the provincial government.

The elimination of government arms has become a trend in the public sector, with certain individuals making it their mission to eliminate coats of arms with a zeal not seen since citizens of eastern Europe took to the streets to tear down symbols of the fallen communist regime. Sadly, our elected representatives accept the advice of these individuals, seemingly without questioning their agenda.

In this case, what was designed to be a tourism marketing device (apparently its original intent in 2004) is now set to encompass all departments and aspects of the B.C. Provincial government.

Over the past century, since the shield, based on a design by Victoria Clergyman Arthur Beanlands, was granted by King Edward VII on March 31, 1906 (augmented and granted on October 15, 1987), the provincial arms have had many applications. The more enduring images are those set in stone, in the walls of buildings. Arms can be found on the Parliament buildings in Victoria, former government edifices such as Sinclair Centre in downtown Vancouver and even on the Fairmont Hotel Vancouver (dating to 1938). These examples will still be there in the coming decades, but the arms on government vehicles, ferries, SkyTrain cars and, of course, business cards, letterheads and signage will, sadly, fade away much sooner.

New provincial logo



BRITISH COLUMBIA

The Best Place on Earth



BC arms on government vehicles



BC arms on SkyTrain cars



Wax seal



Uniform shoulder patch

Arms on BC Ferries



From the Desk of the Branch President

Carl Larsen



With this second edition of the *BC Blazon* we are introducing our email version for those with internet access and will continue mailing it to those who do not. This will enable us to continue to provide our quarterly newsletter without any increase to annual dues. Please give us any ideas you may have as to how we can improve this service.

I would like to officially welcome two new members to our Branch Executive following our AGM on March 31st. John Neill was elected and has accepted appointment as Chairman of the Membership Committee replacing Trevor Muise who did not stand for re-election due to other commitments. I want to thank Trevor for the good work he did while serving on the Executive. I am also very pleased to announce that Lee Van Horne has been appointed as our branch webmaster and has already created a first class web presence for us to promote our forthcoming convention in October (see below for details). Lee will be working with the Executive to develop a full fledged branch website over the next year.

The big event of the year for the branch is the convention being held in Victoria from October 12th to 14th at the Delta Victoria. By now you will have received the Summer edition of the *Gonfanon* with all the program details and I would encourage you to register as soon as possible as this is an event not to be missed. If you cannot attend the whole conference, consider registering for the black tie dinner on the Saturday night and meet old friends and enjoy a gourmet dinner along with the after dinner program. Check out our website at <http://bc-yukon.heraldry.ca/conference> for current information on the conference.



See you at the
National Conference
Victoria 2007
October 12-14

Welcome New Branch Members

Alex De Cosson *West Vancouver, B.C.*

David Hjalmarson *Williams Lake, B.C.*

David **Hunter of Montlaw** *Tumwater, Washington, USA*

Richard Num *Burnside, South Australia*

Gilbert Wilcott *West Vancouver, B.C.*

John Wright *Thunder Bay, Ontario*

Another farewell to arms - con't from Page 1

The concept of businesses having a corporate identity started to become widespread in the 1960s, while the current saturation of logos and the mania of consumers displaying prominent logos to identify their allegiance to consumer products, dates back only about twenty five years. The origins of coats of arms dates back 900 years. Before approving new logos to replace arms, government decision makers should be asking themselves which device will likely be more enduring.

The new marketing mix for branding the province also includes a slogan: "The Best Place on Earth". While logos and slogans, in the right circumstances, are very useful marketing tools, they are not always appropriate. Consider, for example, the rather mixed message being conveyed if the new logo and slogan were to be adopted by the B.C. Corrections Branch and applied over the gates of provincial prisons.

Allan Ailo



◀ *BC shield with motto on Sinclair Centre (1910). This building was the Vancouver main post office from 1910 to 1958.*

BC shield with decorative elements on the Fairmont Hotel Vancouver (1938)



Photos © A. Ailo

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Income tax receipts are available for any donations to the Branch. Send to: The Administrator, The Royal Heraldry Society of Canada at the address above. Please indicate clearly that your gift is to the BC/Yukon Branch.

The BC/Yukon Branch meets at least three times a year including the AGM and Annual Black Tie Dinner. Lectures and exhibitions are held whenever the opportunity arises. For membership information please contact either the Branch President or Secretary.



Armorial bearings for John W. Neill

by John Neill and Graham Anderson, *Cowichan Herald Extraordinary*, transcribed by Bruce Patterson, *Saguenay Herald*, April 6, 2006 and drawn by R. G. M. Macpherson, *Niagara Herald Extraordinary*, June 9, 2006.

John joined our board as a director at the 2007 AGM and is also our Membership Chairman. - Ed.

Description and Symbolism

Arms

The shield is divided horizontally by a crenellated line near the bottom of the shield. The background above the line is white, and below it the background is red. At the top are three stars. In the centre are two upright lions facing each other with a right hand between them. At the bottom is a fish. The elements are coloured the opposite of the background.

The basic pattern is that of Irish arms for Neills and O'Neills, differenced here by the embattled division line, which alludes to Mr. Neill's profession as a Chartered Town Planner.

Crest

This is set on a steel helmet draped with cloth mantling in red and white, set in place by a wreath of twisted cloth in these colours.

The armoured arm is a crest commonly associated with Neills and O'Neills; here it holds a scroll instead of a sword, representing a town plan. The mound of earth is a reference to Moatabower, a motte originally of Neolithic origin situated at Mount Neill, Co. Carlow, Ireland.

Motto

This means "A place for everything and everything in its place". It refers to the principle of land use zoning and further alludes to Mr. Neill's career in urban planning.



Blazon

Arms (shield)

Argent two lions rampant combatant Gules supporting a dexter hand couped at the wrist of the last, in chief three mullets of the second and in base embattled a fish naiant counterchanged.

Crest

Issuant from a mount Vert, an arm vambraced gauntleted embowed proper holding a scroll Argent;

Motto

LOCUS OMNIBUS ET OMNIA IN LOCO SUO



Front Row: Carl Larsen, Graham Anderson, Evan Petley-Jones, Lynn Patten, Irene Alexander, Lise Leynard, Shirley Greenwood, Lee Van Horne, Allan Ailo.

Back Row: John Neill, Laurie Patten, Georgina Angelopoulos, Frank Palmer-Stone, Art Leynard, Alex Greenwood, Charlie Kingston.

AGM in Duncan

Our Annual General Meeting was held at the Travelodge Silver Bridge Inn in Duncan on March 31, 2007. The election of the executive was held as well as a screening of the Society's DVD, *A Call to Arms*. Members also viewed a display of Laurie Patten's latest heraldic works.

Robb Watt retires - Claire Boudreau appointed new Chief Herald

In early June I received an email from Saguenay Herald, Bruce Patterson, followed later in the month by the formal announcement by Her Excellency the Right Honourable Michaëlle Jean, Governor General of Canada, telling us that our good friend Robert Watt would be retiring as Chief Herald of Canada, effective June 26th, and that Dr. Claire Boudreau, PhD, AAIH was appointed as his successor. I was invited, along with Laurie Patten and Graham Anderson, to attend an event at Rideau Hall to honour Robb and invest Claire as the second Chief Herald of Canada. We also attended a retirement reception in the evening at the Royal Canadian Air Force Officer's Mess, Ottawa, organized by Robb's colleagues at the CHA.

The Governor General honoured Robb on this historic occasion by appointing him Rideau Herald Emeritus and granting him supporters to his arms. These were much deserved honours for his 19 years of service to the Authority during which he took the CHA from a standing start in 1988 to the heraldic powerhouse it is today. I know I speak for all members of the BC/Yukon Branch of the RHSC when I offer Robb our thanks and appreciation for his inspired leadership and significant achievements during his term as the first Chief Herald of Canada. We wish him a well earned, happy retirement.

Dr. Boudreau joined the Canadian Heraldic Authority in 1997 as Saguenay Herald and in 2000 was appointed Saint-Laurent Herald and Registrar of the Authority, responsible for its records, especially the Register of Arms, Flags and Badges of Canada. While in this role in

2005, Claire initiated the development of online access to this important heraldic resource.

Claire Boudreau, an Academician of L'Academie Internationale d'Heraldique (the International Academy of Heraldry), is a renowned heraldic scholar who has authored many articles and publications. Her epic 3 volume work, published last year, is *L'héritage Symbolique des Hérauts d'Armes: Dictionnaire Encyclopédique de l'Enseignement du Blason Ancien (XIVe-XVIe siècle)* (Le Léopard d'or, Paris, 2006) and was featured at the Beley Lecture she delivered at the 2006 RHSC Conference in Ottawa.

The day before the investiture I had the opportunity, over lunch to discuss with Claire her vision for the future of the CHA and she is looking forward to sharing this with us as our guest speaker at the National Conference in Victoria in October.

All of us in the BC/Yukon Branch offer our congratulations to Claire on her appointment as the new Chief Herald of Canada and assure her of our full support on the road ahead.

Carl Larsen



Photo: Carl Larsen

Dr. Claire Boudreau after her investiture as the second Chief Herald of Canada by Governor General Michaëlle Jean and retiring Chief Herald Robert Watt

Major James Harry MacKendrick, CD, QOR of C and RCOC 1924 – 2007

In memory of our long time member Jamie MacKendrick, an officer, a gentleman and a friend to all.

A gallant veteran of World War II and Korea, followed by an extensive career with the Government of the Northwest Territories, Jamie was a life member of the Royal Canadian Military Institute, the St. Andrews Society, the Dominion Rifle Association and a past Provincial Governor of the Army Cadet League, as well as a founding member of the Royal Heraldry Society of Canada. Jamie was very proud of the arms granted to him on 15th March 2006 which, along with his interesting article, were featured in the *Blazon* Summer/Fall 2006 issue.

He was our friend and we will remember him.



RHSC Website: www.heraldry.ca
Branch Website: www.bc-yukon.heraldry.ca



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John W. Neill - Lee Van Horne - Gary Mitchell



Passing on the Chief Herald's baton

Beginning with this second issue of *The BC Blazon*, a digital addendum will be added for members receiving the e-mail edition.

The following is a selection of photographs taken on June 26, 2007 by BC/Yukon Branch President Carl Larsen while attending this special event held at Rideau Hall. The ceremonies, hosted by the Governor General, honoured Robert Watt on his retirement after nineteen years in office and invested Clair Boudreau as the second Chief Herald of Canada.



- ▲ The Canada Chain and Baton of office with the Governor General's shield. The Baton is carved from the wood of an Arbutus tree, which is indigenous to B.C.
- ◀ The man of the hour before the ceremonies
- ◀◀ The flag of the Governor General
- ◀◻ Pavillion at the site of the ceremonies in the Rideau Hall gardens
- ▼ Crest on the lecturn



The ceremonies begin



Guests and military trumpeters assembled in front of the Garden Entrance



The Governor General's aide-de-camp and the Herald Chancellor look on as Her Excellency opens the ceremonies with a brief address



Retiring Chief Herald Robert Watt presents Governor General Michaëlle Jean with a gift of a table shield bearing her arms



The Herald Chancellor, Sheila-Marie Cook (right) was MC for the proceedings



Proudly displaying the Vice-Regal Warrant creating the office of Rideau Herald Emeritus, to which he has been appointed as the first holder of this honour. The Governor General confirmed that he will also receive the honour of supporters to his arms.



His last speech as Canada's first Chief Herald

Dr. Claire Boudreau's investiture as Chief Herald



Presentation of the Vice-Regal Warrant of appointment



Bestowal of the regalia of office - the Canada Chain and the Baton



A military fanfare marked the official taking of office by Canada's new Chief Herald