



COMPANY COMMENT

The Honourable Company of Freemen of the
City of London of North America

October 2002

IN THIS ISSUE

<u>Regular Items</u>	Page
• From the Master	1
• The Worshipful Company of Feltmakers	1
• Events Report	2
• City Ceremonies - Dinners	4
• Upcoming Events	5
• New Members	5
• Obituaries	5
• Members in the News	5
• Summer Brunch	5

Special Features

- Summary of Address at 3
6th East Coast Dinner

Find Us

Master:
Hugh Oddie
134 Wells Road
Toronto, ON M5R 1P4
Phone: 416 536 2994
E-mail:
hugh@ExchangeSynergism.com

Deputy Master:
Geoffrey Mayo
38 Avenue Road, Suite 813
Toronto, ON M5R 2G2
Phone: 416 928 9249
Fax: 416 928 9418
E-mail: gemayo@total.net

Honorary Clerk:
Martin F. Walmsley
250 Heath Street West, Suite 1205
Toronto, ON M5P 3L4
Phone: 416 482 0095
Fax: 416 488 8578
E-mail: martin22@sympatico.ca

Honorary Treasurer:
John S. Smith
2262 Devon Rd.
Oakville, ON L6J 5N3
Phone 905 842 1073
E-mail: john.s.smith@sympatico.ca

Editor:
Peter Leach
4132 Appleton Side Rd., R.R. #3
Almonte, ON K0A 1A0
Phone: 613 257 1331
E-mail: peter@leachassociates.ca

From the Master

Four out of ten members of the Court are new this year, so I decided to host an informal dinner for all. It proved to be a delightful occasion where Court members could get to know one another outside of discussing company business and I hope it will enhance the working relationship of the Court in the future.

Several members of the Court have kindly agreed to take on the specific tasks listed below. Should anyone in the membership wish to provide comment to or support for them, I am sure it would be welcomed.

- Website development and updating: James McDermott
- Company Comment: Peter Leach and Silvia Davis
- New membership: Neil Purcell

In addition to updating the membership list, the Hon. Clark has agreed to revise and update the Constitution in light of the changes to Freedom Admission, etc., in the City of London. The new constitution will need to be ratified by the membership at the next Annual General Meeting on 9th May 2003. If you have comments on our present constitution, please forward them to the Hon. Clerk as soon as possible.

We have had two enjoyable events over the summer. The Sunday Brunch event in June was filled to overcapacity with more than 30 members of the Company and their guests attending. The Deputy Master, Geoffrey Mayo, presided over the Annual East Coast Dinner in Halifax on 28th September. Please visit the website at www.freemenlondon.org to keep fully informed about upcoming events (and to see the photos of previous events!).

Please put the dates of the future events in your diaries. It will help you all to increase your attendance at our events.

Please make particular note of the Annual Dinner on 9th May 2003.

Should any member of the Company wish to share ideas of how to further promote fellowship amongst us, please do contact me.

I wish you all well for this autumn.

Hugh Oddie

A Brief History of a City Livery Company – The Worshipful Company of Feltmakers

The Feltmakers can trace their roots back to the latter part of the 16th century to a number of Liverymen of the Haberdasher's company, who were involved in the making of felt.

In 1583, Queen Elizabeth I was petitioned by the Feltmakers for a separate charter, a move that was vigorously opposed by the Merchant Taylors and Haberdashers. It was not until 1604 that a Charter of Incorporation was granted by James I in the name of Masters, Wardens and Commonality of the Art of Mystery of Feltmakers of London. Charles II granted a Charter of Conformation and Incorporation on 27th June 1667, confirmed again by George III in 1772. In 1773, the Company was granted livery by the Court of the Lord Mayor of London and Aldermen.

Since April 1787, the Feltmakers have had their present arms - "Argent, a dexter hand couped at the wrist gules between two bands of azure, in chief a hat sable banded of the third. Crest, on a wreath, a naked arm enbowed proper, holding in the hand a sable banded azure."

Their motto, "Decus et Tutamen" translates as "use and ornament". This motto is engraved on the rim of the pound coin.

While the Feltmakers do not have their own Hall, during the 18th century, they commonly used the Pewterers' Hall and the Guildhall for their meetings. They now use a number of different Halls for their meetings.

Throughout the long history of the Feltmakers, the Company has produced two Lord Mayors of London and many famous politicians are to be counted among their numbers.

Education has always been an important part of the Feltmakers responsibilities. To this day, they continue to constantly stimulate interest in the craft. During the 19th century, prizes were established to honour Feltmakers. In 1991, a competition for the Feltmaker Award was offered to both colleges and young designers in the industry. This award has already achieved an enviable reputation. It is anticipated that the competition will be expanded in the future to include business start-up loans.

The late Past master, Arthur E. Hemens, presented the Company with a freehold property in Consent and also set up a Charitable Foundation to which he left a substantial legacy. The Foundation has also been the recipient of additional generous donations over the years. In 1978, Past Master Edward Walpole-Brown bequeathed an important legacy to the Worshipful Company, which was to be left to accrue for 10 years before being used. The income from this fund is now being used for charitable purposes.

An annual donation is received from the Jeston Charity of the Haberdashers' Company, which is distributed to poor and aged Feltmakers, or to their widows or "Hatters".

Connections with Literary Works

It is said that the Mad Hatter, in Lewis Carroll's Alice in Wonderland, was based on the fact that the mercury used in the felt making process could, with overexposure, induce madness. Many hatters apparently did, in times past, just that!

The Future

Where does the Worshipful Company of Feltmakers go in the 21st century? It has extended its membership to include women and several lady members have already been admitted, including the Rt. Hon. Baroness Boothroyd. In 1994, a Feltmakers Society was established to encourage the active participation of newer Feltmakers. The Livery now has the opportunity, with the increasing interest in technical and management education, to build their expertise in that area and to provide technical education in its traditional industry. Also, with the diverse interests of the members of the company, it has an equal opportunity to help foster relationships between the City and a wide range of manufacturing, technical and professional services.

It can be clearly seen that the Worshipful Company of Feltmakers is a progressive body that intends constantly to expand their area of operation and services to their

members, and has absolutely no intention of ever becoming just an exclusive dining club!

This article was prepared by Sylvia Davis

Links with the Honourable Company

Only one member of the Honourable Company is a Liveryman of the Worshipful Company of Feltmakers. This is our Master, Hugh Oddie. Our membership list records 41 different Liveries being represented and so it is not surprising that some Worshipful Companies are represented in the Honourable Company by only a single Member.

Events Report

The 6th Annual East Coast Dinner was held at the Saraguay Club overlooking the North West Arm of the harbour of Halifax on 27th September. Unlike previous years, we arrived in quite heavy rain produced by the fringe of a former hurricane that was sweeping up the East Coast of the US and Canada. However, this neither upset the conviviality of the Dinner nor the quality of the food. Guests attending the Dinner included: Dr. Colin Dodds, the President of St. Mary's University, Ms. Ruth Taylor and Captain Tom Sellers. Colin was alone this year, as his wife, Carol, is President of the St. George's Society of Halifax and had to attend a function that they were holding. Ruth is the sister of Commander Michael Goble and was visiting from England. Tom Sellers was also alone this year as he had just come from taking his wife to the Airport for a flight to the UK. Members of the Honourable Company were Dr. Michael Thompson, Commander Michael Goble, Peter Leach and the Deputy Master, Geoffrey Mayo. Commander Goble was accompanied by his wife, Betty, and the Deputy Master by his wife, Elaine.

The Meal was exceptional, starting with Seafood Chowder and a choice of entrees, with many guests choosing the Lobster à la Saraguay. The meal concluded with a specialty of the Saraguay Club, a very light Lemon Snow with Grand Marnier sauce. The wines were both Australian from the Hardy wine conglomerate – their excellent Chardonnay-Semillon and Cabernet-Sauvignon-Shiraz – and much appreciated

The ceremony of the Loving Cup was embraced with great gusto and the evening concluded with a talk by the Editor of the Company Comment, Peter Leach. This covered the remarkable resurgence and growth of the City Livery Companies. A summary of this talk is included in this Issue of the Company Comment.

Summary of the address to the 6th Annual East Coast Dinner

In nearly 800 years to the beginning of the 20th Century, 77 Professional and Trade Companies and Guilds in the City of London were granted letters patent or Royal Charter. In the last 100 years, 26 such Companies or Guilds have been formed and granted Royal Charter with a further 6 awaiting their full status as Livery Companies. In addition there are a further 3 Guilds, that are awaiting their acceptance. These numbers do not include the Guild of Freemen, nor the Honourable Company of Freemen of the City of London of North America. This latter Guild and Company have no trade or professional discipline and will never become Livery Companies as a result.

So what is happening here – Why are these archaic (and some think arcane) group of institutions seeing such a great expansion especially at the end of the 20th and the beginning of the 21st Centuries.

Let me give you my perspectives. It is clear that, as the world has become more integrated and more complex, the need of professionals and trades people to strive for excellence; to self regulate to the highest standards of practice, to educate and train those that will continue to lead their professions and trades to ever higher levels of professionalism and integrity; to network and share knowledge; and to support charity have all increased.

If one looks at the purpose of the London Livery Companies, they embrace all of these attributes. They have been established as the focal point for the development of major professional and trades clusters that have the credibility to develop and set standards of conduct, qualification and professional integrity as well as being a powerful voice to assist their respective industries and governments to achieve improvements in all these areas.

For examples, we need look no further than the Guild of Air Pilots and Air Navigators. They are a unique organization as they represent military, commercial and private pilots and navigators, and thus represent all those that are responsible for flying aircraft. While they are all pilots and navigators, they represent interests from the aircraft manufacturers, regulators, the air transport industry, and professional and amateur operators. The Guild has arranged a set of committees of highly experienced individuals that, amongst other activities, provide technical input to Governments on Technical and Air Safety. While individuals on these committees may have commercial interest in the outcome of their advice, the committees themselves are devoid of such interest. At the same time they have the expertise to be highly credible as intercedents.

These types of activities are common to most of the newly formed Livery Companies and Guilds. These clearly include the City of London Solicitor's Company – number 78, the Worshipful Company of Arbitrators – number 93, the Worshipful Company of Constructors – number 99, the Worshipful Company of Information Technologists –

number 100, and the Worshipful Company of World Traders – number 102.

Some of the newer Companies are expanding their roles to new areas as well. In some cases the promotion of respect for their professions is included. These companies include the Worshipful Company of Management Consultants, the Worshipful Company of Environmental Cleaners and the Worshipful Company of Public Relations Professionals. Some others are finding new ways of giving charity. The Worshipful Company of Information Technologists are providing free professional advice to charitable organizations. It is quite remarkable how these groups of professionals and trades people have successfully aligned professional excellence and education, professional and social networking with charity and social and societal responsibility. Incredibly (or possibly not so incredibly), this is built on a foundation of trade control and religious commitment of a structure that was established in the mists of history that followed after the Norman conquest of England.

One might have thought that ancient institutions and institutional structures might have become increasingly obsolete in our current fast paced global economy. It is clear that without adapting to change relevance wanes. However, the Livery Companies have changed with the times, and their unique linkage of trade, charity, religion and social and professional responsibility has provided the framework for growing strength in the global context.

However, there is one thing that I can't explain. Why is this phenomenon essentially unique to the City of London, and why haven't other ancient European institutions that are based on the same premises, had a similar resurgence. Could it be that London is, in fact, unique due to the lack of subjugation of Great Britain since 1066 or because of its huge trade influence globally, its compactness and its highly networked community. Or could it be because of the real or perceived legendary eccentricity of the British people.

Whatever the reason, I believe that the benefits are large and lead to a sustainable advantage in the global market context. Internationally, it is unfortunate that similar structures do not exist elsewhere whether they have existed before such as Europe, or never existed as in North America, the Middle East or the Far East, for the world would be a better place with the integrity and ethics that are held with such fervor by the members of these unique institutions.

Peter Leach - Halifax 2002-09-27

Livery Dinners, that are better known historically by the term Banquets or Feasts, comes from the custom of dining together that goes back to pre-Roman times. The powerful have always used the feast as a way of impressing their peers of their power, wealth and influence. However, the feasting of Liverymen of the early Fraternities grew from the religious communion and social gathering of masters of each of the various trades. They grew rapidly in both importance and stature, and in opulence and luxury, from the very formation of the Fraternities. Competition to be the best grew from the need to demonstrate their success, wealth and power.

Sir Ernest Pooley's book on the Guilds of the City of London cites information garnered for the records of various companies with such information as "As early as 1380, the Wardens of the Goldsmiths made a feast to which were invited my very honourable Lady Isabel, daughter of the King and her daughter the Countess of Oxford, the Lord Latimer, the Grand Master of St. John's, Clerkenwell, and the Mayor with six other good guests which put the Wardens to great cost". Early accounts of these feasts provide a guide to the excesses, which would be unacceptable today. A notable feast of the Brewers in 1425 was provisioned with 21 swans, 2 geese, 40 capons, 40 conies, 48 partridge, 12 woodcocks, 36 plovers, 18 dozen larks and 6 dozen little birds. While there are no indications as to the number of people that attended the feast, this is clearly an enormous volume of poultry.

It was also evident that there was also some less good intentioned purpose on occasions. On the above occasion, the Brewers were at variance with Mayor Richard Whittington over the quality of their beer, a persecution they attributed to the Mayor's jealousy of their swans and the luxury of their feasts. *(It is a surprise to your editor that they would flaunt their swans and the excesses of their feasts, if this was what was angering the Mayor).*

In 1516, the Drapers entertained 78 distinguished guests, including the Mayor and Sheriffs. Some 200 diners sat down in all, with 40 ladies in the ladies' chamber, and twenty maidens in the chequer chamber. The guests at the chief table and the ladies were served with "brawn and mustard, capon boiled, swan roasted, pike, venison baked and roast; jellies, pastry, quails, sturgeon, salmon, wafers and hippocras". At the same time, the Livery were served "four sirloins of beef, six sheep and a calf". In addition, forty gallons of curds were supplied by the milk-wife for the meal.

The swan was clearly the most desirable and exclusive meat. For some reason that appears lost in antiquity, only the Vintners and the Dyers, together with the King or Queen, now have the right to serve swan, and the ownership of specific swans on the upper Thames River was and continues to be undertaken annually in a ceremony called "swan-upping". In this ceremony, a specific nick is cut in the beak of signets to identify the specific rights ownership.

This was sufficiently important that the Vintners Company has a Swan Warden who was responsible for the marking of swans.

Today, the dinners, though sumptuous enough are somewhat more sedate and the fare is distinguished more by its delicacy and presentation than by its quantity. Such dinners are always accompanied by a splendid display of the Company's gold and silver collections. These are amongst the finest in the world, and regularly feature in museum exhibitions. The beauty of the place settings and the numbers that can be laid at one time is an amazing sight and equals and usually exceeds the magnificence of state banquets.

The dinners are often accompanied by music and most halls have a minstrel's gallery. While the numbers of minstrels is usually relatively small (3 to 10), ancient excesses occasionally pushed such numbers much higher especially when a major announcement was to take place or people of high office were in attendance. As many as 30 Trumpeters and 20 minstrels have been recorded.

Most Companies have stopped the practice of restricting the attendance of women at their dinners, especially as the number of women that have been clothed in the Livery has increased substantially. This practice was still prevalent as little as 20 years ago but has practically disappeared now.

The dinners of the Companies are one of the high points of each year's events and are the time when the greatest numbers of members of each company get together. They certainly continue some of the pomp and pageantry of the City. They are also the primary networking event of the full Livery as well as being an opportunity to interest friends and associates of Liverymen in the possibility of eventual membership.

Now, the dinners are rarely, if ever, used to entertain dignitaries for the Crown and Government, but this was frequent in the 15th through the 19th Centuries. This clearly reflects the change in the status of the Companies as a means of raising funds for the King and for the Government. One way of offsetting such taxes, was to agree to entertain visiting dignitaries and the Companies had the capacity and infrastructure to put on flamboyant events.

Upcoming events

<u>Charity Beer Night</u>	10 th October 2002
Oland Specialty Beer Institute	Informal
1183, King St. West, 2 nd Floor	6.00 pm to 9.00 pm
Toronto, ON	\$35.00 (\$20 to the charity)

<u>Charity Reception</u>	26 th November 2002
Royal Bank Plaza	Business Suit
40 th Floor, South Tower, 200 Bay St.	5.30 pm to 7.30 pm
Toronto, ON	\$40.00 (~\$20 to the charity)

<u>Annual General Meeting and Dinner</u>	9 th May 2003
The Albany Club	Black Tie
91 King Street East	Reception 6.30 pm
Toronto, ON	Dinner 7.30 pm
	\$70.00

New Members

There are no new Members to report in this period.

Obituaries

We are sad to report the loss of one of the Honourable Company's earliest Members. Cyril George Lidstone Morley, OBE, C.Eng., F.I.E.E., MI Mech E., passed on quietly in his home in Los Angeles, California on 23rd June 2002. The Court has sent a letter of condolence on behalf of the Company. Mr. Morley attended the first major dinner of the Honourable Company in 1981, and has remained a steadfast member and supporter ever since. The Honourable Company has benefited from his membership with an annual gift of two packs of playing cards that were produced by the Worshipful Company of the Makers of Playing Cards, the Company to which Mr. Morley was a Liveryman.

Members in the News

Gary Burroughs, Freeman, has been a friend and supporter of the Honourable Company since 1993. He was host to a reception and luncheon during the visit of the Lord Mayor of London in 1995, which was held in his garden at Niagara-on-the-Lake.

We have seen little of him in the recent past as he has been increasingly involved in local politics in Niagara-on-the-Lake. His efforts have been handsomely rewarded with his appointment as Lord Mayor. He joins Gerald Wooll, Guild of Air Pilots and Air Navigators and Member of the Honourable Company, as a Lord Mayor of Niagara-on-the-Lake. We wish him every success in this very demanding position, and hope to see him become more active in the Honourable Company whenever the pressure of his current position allows.

Company Summer Brunch

On Sunday June 23rd, a happy and enthusiastic group of 32 members and guests attended our fourth annual Summer

Brunch, and the second to be held at the Toronto Board of Trade Country Club in Woodbridge.

This was a very special day for all in attendance. A beautiful sunny Sunday and a perfect setting in the main dining room of the Club with floor to ceiling windows overlooking the golf course. For those of you who have never enjoyed the buffet brunch at the Board of Trade, be sure to attend next year. The food and selections are outstanding and, in the opinion of many of us, the brunch there is among the finest anywhere. With all this perfection everyone was in a good mood with lots of good conversation, table hopping and good fellowship.

Among the happy crowd, which of course included the Master, Hugh Oddie, there were seven Past Masters, making it truly a special occasion.

Communications with your Company

For the membership, main point of contact with the Honourable Company is through the Honorary Clerk, and through our website – www.freemenlondon.org. The address of the Honorary Clerk is:

Martin F. Walmsley
250 Heath Street West, Suite 1205
Toronto, ON M5P 3L4
Phone: 416 482 0095
Fax: 416 288 8578
E-mail: martin22@sympatico.ca

Local Representatives:

East Coast Chapter

The Honorary Clerk is assisted by:
Kenneth E. Wood
589 Young Avenue
Halifax, NS B3H 2V6
Phone: 902 425 8013
Fax: 902 425 8013

London Clerk

Our London Clerk, Godfrey Jacobs, represents the Company in London.

Godfrey Jacobs
25 Retreat Road
Richmond
Surrey TW9 1NN
England
Phone 011 44 208 332 2245
Fax 011 44 208 332 2246