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P753 Lawrence Sperber fonds

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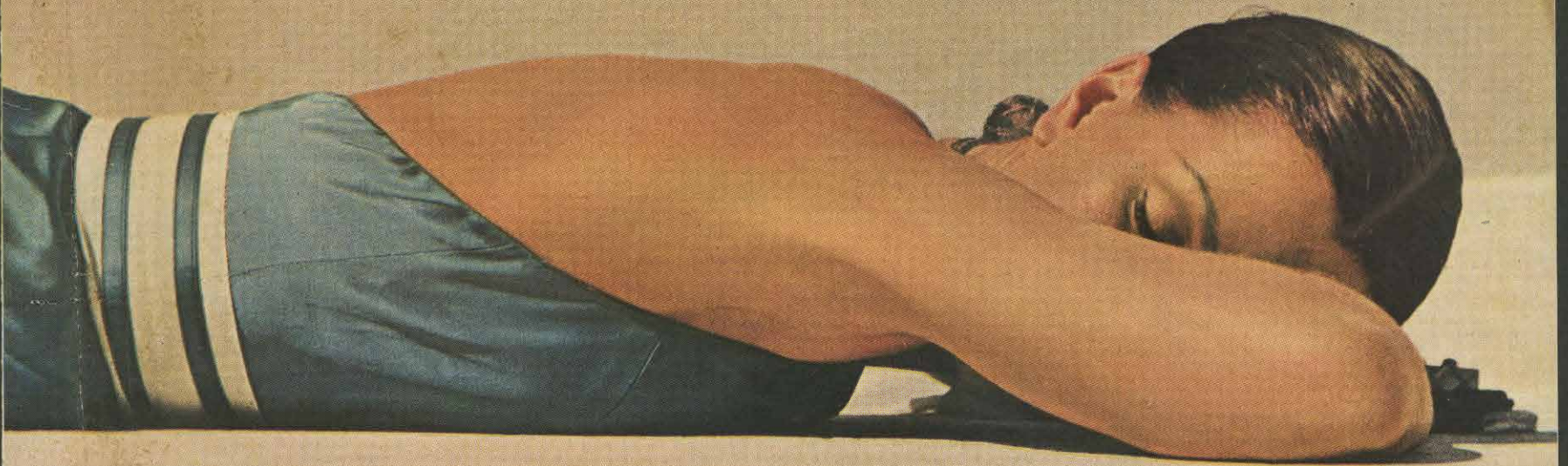
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Spicilège / Scrapbook

P.1

VOGUE

Summer Living



★ June 1, 1947 Price 35 Cents 40 Cents In Canada

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... a milestone
in the Canadian
Fashion Industry



For years, through close association with the retailer, Lawrence Sperber has been tuned to the preferences of the well-dressed Canadian woman. Last fall in London, Lawrence Sperber fashions were singled out as the most inspired of Canadian designs and made front page news. They were accorded the same reception in South Africa, Sweden and in South America.

Now for the first time in the history of Canadian Fashions, a Canadian Designer's originals have acceptance in the United States.

To dramatize this event we have chosen this suave summer sheer. It has the distinctive styling and attention to detail characteristic of all Lawrence Sperber originals. We are confident the Canadian woman will appreciate this confirmation of her preference for dresses . . .

by Lawrence
Sperber

MONTREAL



by
*Lawrence
Sperber*

MONTREAL

In sophisticated Black
To make every day an event —
This exquisite, slimming, summer
sheer from the designing
rooms of Lawrence Sperber . . .

Canada's Foremost Fashion Designer



Available at \$40.00 anywhere in the United States . . . Write Lawrence Sperber Limited, 1470 Peel St., Montreal 2, Canada.

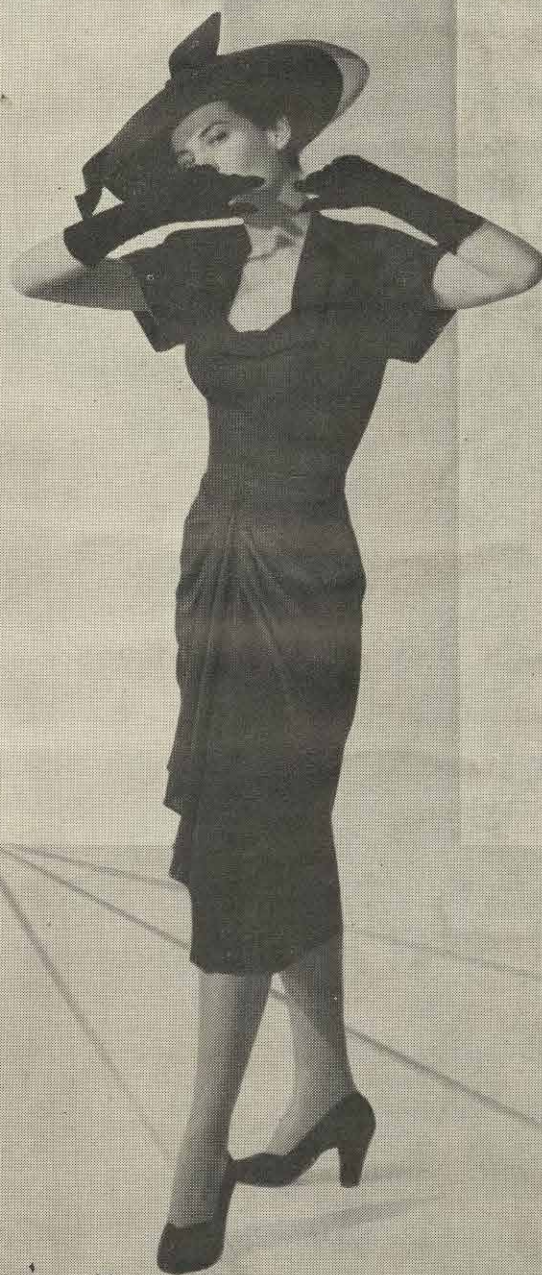


by
*Lawrence
Sperber*

MONTREAL

In sophisticated Black
To make every day an event —
This exquisite, slimming, summer
sheer from the designing
rooms of Lawrence Sperber . . .

Canada's Foremost Fashion Designer



This "Lawrence Sperber" Fashion appears in the June 1st issue of Vogue
The *first* Canadian designer to appear in Vogue
The *first* to achieve international fame

Spicilège / Scrapbook

P.2



"Sculptured Fringe"
in a Celanese* Creative Fabric
About \$250.

*Reg. Can. Pat. Off.

by *Lawrence
Sperber*

MONTREAL



CANADA'S FOREMOST FASHION DESIGNER

Celanese *Creative Fabric

*Reg. Can. Pat. Off.

Spicilège / Scrapbook

P.3

by *Lawrence*
Sperber
MONTREAL

CANADA'S FOREMOST FASHION DESIGNER



CELANESE
DESIGNER
FABRICS

by Lawrence
Sperber
MONTREAL

CANADA'S FOREMOST



by Lawrence
Sperber

MONTREAL
CANADA'S FOREMOST FASHION DESIGNER

Wesley Mason
Fabric REG'D

Spicilège / Scrapbook

P.4

by *Lawrence
Sperber*

MONTREAL

CANADA'S FOREMOST FASHION DESIGNER



by
*Lawrence
Sperber*

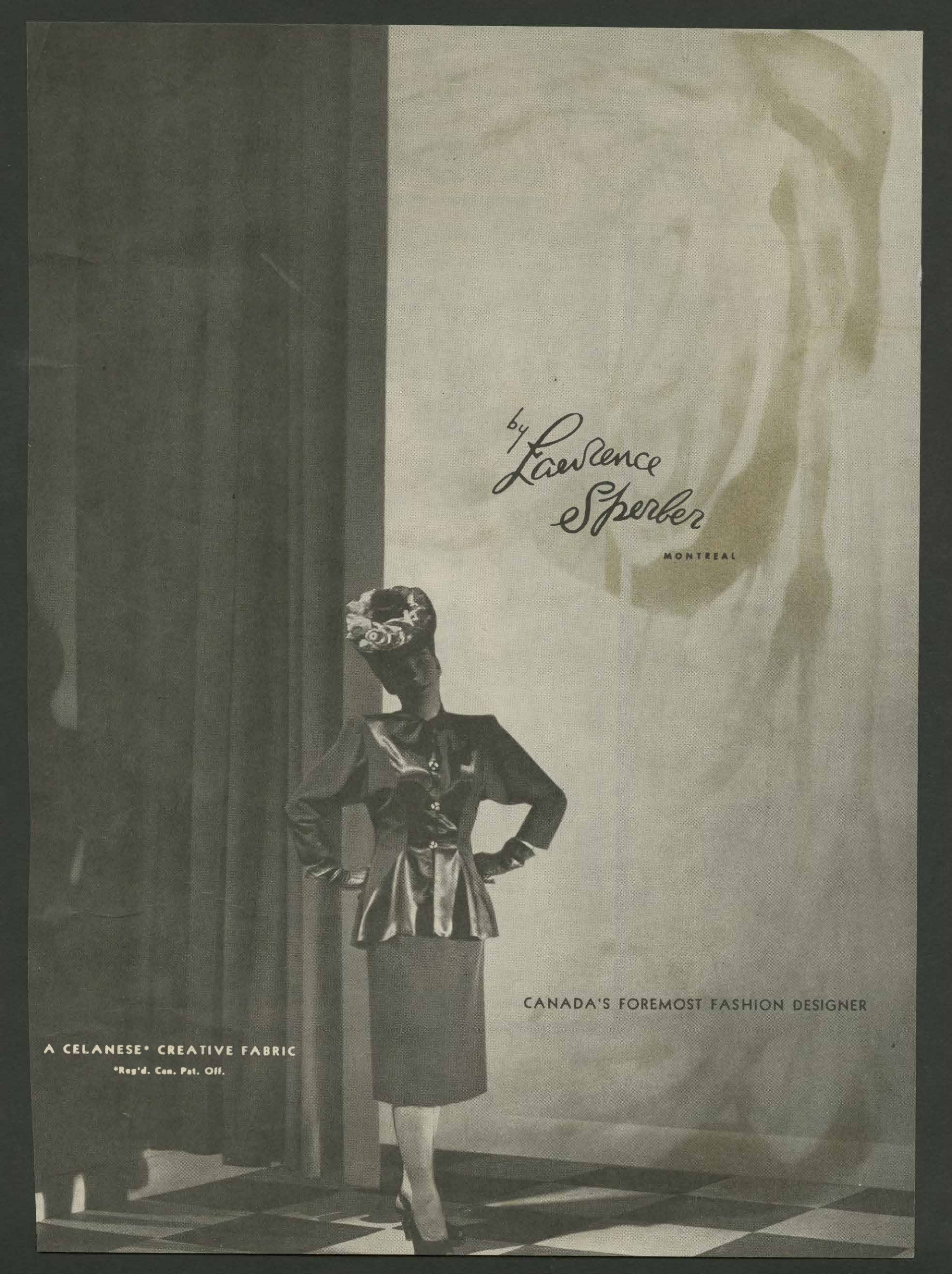
MONTREAL



Canada's Foremost Fashion Designer

Spicilège / Scrapbook

P.5



by Lawrence
Sperber

MONTREAL

CANADA'S FOREMOST FASHION DESIGNER

A CELANESE* CREATIVE FABRIC

*Reg'd. Can. Pat. Off.

by *Lawrence
Sperber*

MONTREAL



Canada's Foremost Fashion Designer

Spicilège / Scrapbook

P.6



by *Lawrence Sperber*
MONTREAL



The eternal feminine . . . 1947 version . . .
by Canada's Lawrence Sperber, who dresses women
to please men. As new, as impossible to forget, as its
madly beautiful inspiration, Revlon's Ultra Violet.

IN STRIPED TAFFETA
from "DUCHESS"
NEW YORK



by *Laurence
Sperber*

MONTREAL

Canada's Foremost Fashion Designer



Spicilège / Scrapbook

P.7

174



"Casablanca" — an exquisite checker board sequin gown — Morocco
Red velveteen cape — Gown \$250.00 - Cape \$100.00

A Canadian Original



by
*Lawrence
Sperber*

Celanese *Creative Fabric

*Reg. Can. Pat. Off.

MONTREAL

Canada's Foremost Fashion Designer



"Casablanca"

an exquisite checker board sequin gown . . .
Morocco Red velveteen cape . . .
Gown \$250.00—Cape \$100.00



A Canadian Original

by *Lawrence Sperber*

MONTREAL

Canada's Foremost Fashion Designer

Celanese *Creative Fabric
*Reg. Can. Pat. Off.

Spicilège / Scrapbook

P.8



A Canadian Original



by
*Lawrence
Sperber*

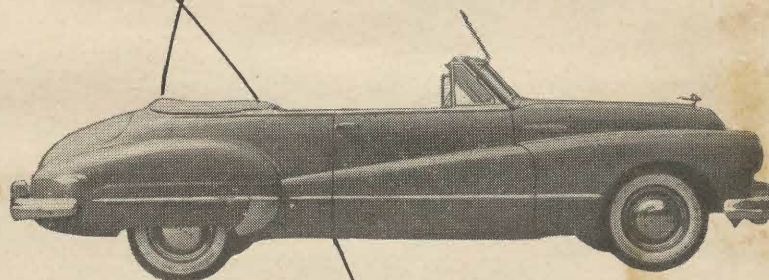
MONTREAL

Celanese *Creative Fabric

*Reg. Can. Pat. Off.

Canada's Foremost Fashion Designer

as smart as ...



by Laurence
Sperber

MONTREAL

Spicilège / Scrapbook

P.9

by *Lawrence
Sperber*

MONTREAL



CANADA'S FOREMOST FASHION DESIGNER

Celanese *Creative Fabric

*Reg. Con. Pat. Off.

Fashion Week Oct

L. Sperber



Canada's Foremost Fashion Designer

Autumn Collection available at leading shops across Canada . . . for name of store nearest you write

Lawrence Sperber Limited, 1470 Peel Street, Montreal.

Spicilège / Scrapbook

P.10

MONTREAL STANDARD
P.O. NOV. 1/47

174
BEING SHOWN AT BETTER
SHOPS ACROSS CANADA

Canadian
ORIGINALS



by
*Lawrence
Sperber*

MONTREAL

Canada's Foremost Fashion Designer



by *Forsythe*
Forster
MONTREAL

Canada's Foremost Fashion Designer

Spicilège / Scrapbook

P.11



by *Lawrence*
Sperber
MONTREAL

Canada's Foremost Fashion Designer



GOWNS

by Lawrence
Sperber

MONTREAL

CANADA'S FOREMOST FASHION DESIGNER



BEING SHOWN AT BETTER SHOPS ACROSS CANADA

Canadian ORIGINALS

by
*Lawrence
Sperber*

MONTREAL

Canada's Foremost Fashion Designer.

Canadian Originals



by
*Lawrence
Sperber*

MONTREAL

Canada's Foremost Fashion Designer



by *Lawrence*
LaSperber
MONTREAL

Canada's Foremost Fashion Designer

Spicilège / Scrapbook

P.12



A dinner dress of blue denim worked with white embroidery and rhinestones to resemble brocade, designed by Lawrence Sperber.

Feb 3 1953

THE OTTAWA JOURNAL



A SMART NEW IDEA for a Spring frock is this model of black French Chantilly lace over polished white cotton, with a demi-jacket

and black velvet midriff. Design by Lawrence Sperber.



CRÉATIONS CANADIENNES

LAWRENCE SPERBER, dessinateur canadien de renom, a contribué considérablement au développement d'une confection typiquement canadienne. Ses modèles, qui ont été montrés dans des grands centres de modes, ont suscité l'admiration tout en attirant sur le Canada l'attention des pays étrangers.

A GAUCHE.—De grosses manches bouffantes qui peuvent être portées hautes ou basses, caractérisent cette jolie robe en coton imprimé destinée à la fin de l'après-midi. L'encolure en V ouvert suivra la manche et découvrira la ligne de l'épaule. La jupe qui se compose d'une douzaine de lès, tombe en godets arrondis, sous une ceinture large. Sperber garnit simplement le corsage d'une fleur.

A DROITE

Cette toilette qui semble être une robe en un morceau est un deux-pièces composé d'un corsage en dentelle de soie Chantilly et d'une jupe en organza de soie noire. Création canadienne de Lawrence Sperber.



Seule une Gaine PLAYTEX

MARQUE DÉPOSÉE

vous donne une telle liberté de mouvement...



et une telle **MINCEUR** de ligne!

LAWRENCE SPERBER,
fameux couturier canadien, déclare:



KARSH

"VOYEZ PAR VOUS-MÊME...
comme cette robe étroite épouse la ligne
svelte de la mode automnale.

"Ne dites pas qu'une telle robe n'est pas
faite pour vous—car le secret de ces
courbes atténuées, de cette ligne élancée,
c'est la gaine Playtex Fab-Lined, qui
accomplit des merveilles pour votre
silhouette comme pour mes créations."

Doublé d'un tissu vaporeux, le doux latex
vous moule, vous donne *sans effort* une
minceur nouvelle. Depuis sa ceinture
amincissante jusqu'à ses quatre nouvelles
jarretelles *Adjust-All*, la gaine Playtex
Fab-Lined vous laisse une aisance infinie de
mouvement—ni couture ni piqure ni
baleine! Absolument invisible, même sous
les nouvelles robes les plus légères.
Tellement agréable à porter... si facile à
entretenir—se lave et sèche en quelques
secondes!

Gaines Playtex Fab-Lined avec nouvelles
jarretelles "Adjust-All". *White Magic* ou roses, \$8.50.
Autres gaines Playtex, à partir de \$4.50. A tous les
magasins à rayons et aux principaux magasins de
spécialités. **PLAYTEX**... connue partout comme
la gaine en tube **MINCE**.

Les
jarretelles
"Adjust-All"
assurent à
chacune un
ajustement
parfait!



Invisibles

Gaines Playtex **FAB-LINED**
avec nouvelles jarretelles *"Adjust-All"

*** Tissu contre votre peau ***

PLAYTEX, LTD., 437 Edifice King's Hall, 1231 ouest, rue Ste-Catherine, Montréal 2, P.Q.

*Brevets en instance au Canada, aux U. S. et à l'étranger.



MANUFAC

Lower right, a plush black dotted organdy with a swooshing skirt. White. \$45 SH

Spicilège / Scrapbook

P.13

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SILK AND WOOL: These two Montreal-designed ensembles are from lines which will be available here in the fall. Left, a black silk and acetate suit showing the Elizabethan influence in the puffed cuff treatment with a band of rhinestones in the cuff's centre. Right, mohair was used for this daytime dress with skirt interlined at top to prevent sagging.

Homes Built Up To 30 Years Ago

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HOMEMAKING

Edith Adams' Sun Cottage, 9-5, Monday-Friday . . . TAtlow 7141

26*** THE VANCOUVER SUN: Sat., June 21, 1952

SHOPPING GUIDE

Honeymoon Is Over For Penny and House

By PENNY WISE

"They" say that if a marriage lasts five years it's pretty sure to hang together for ten. Well. . . I've been wed to House now for just about the first five, and I'm reluctant to have to admit that there is now a slight rift in our relations. Not, mind you, that I still don't love House very, very much; the trouble is that I love ANOTHER, also, so I have had to partition my passion and make it spread twice as far.

The nigger in the woodpile, the fly in the ointment, the rift in my real estate is, of course, IDLE WISE, the sea-side shanty that is proving to be such a deadly rival for my cedar-shake hacienda in town. Just about every weekend, and sometimes the occasional mid-week, finds me at I.W., becoming more madly enamored by each visit, and neglecting my sturdy little House like crazy.

"You used to shovel the dirt out of me every Saturday, and de-weed my garden every Sunday," she grumbled just the other day when I was scuttling around that very same un-shovelled dirt and clucking tongue against-cheek at the size of the weeds in the garden.

are rushy—that's what waves are for; none of this perpetually calm ocean for me. The wind blows a lot of the time—sure it does; that's what makes the waves.

Sometimes I make some quite interesting finds on the beach at tide-out. I've already quite a collection of potential "table tops" on hand—slices off logs which I am told break away from booms and whoever finds them cuts the number-end off and saws the rest into firewood. That's okay with me, but—whatever you are—would you mind cutting them a little more evenly, PLEASE. How can I make the slices sit straight on another, smaller round of log, if they're cut on the squee-gee?



CANADA'S FOREMOST fashions designer, Lawrence Sperber, held a special showing of early autumn styles for winners in the First National Sewing contest this week in Montreal. Vancouver's two top sewers, Mrs. E. Watness (left) and Mrs. L. G. Coates, examine the white braided design which highlights a black taffeta dress.

B.C. Winners in Spotlight At Montreal Sewing Show

By MYRTLE GREGORY
Director,

Dinner Tuesday night was at marked on the finishing by B.C. Ruby Foo's, celebrated for its home sewers. It was so beautiful.

'Round the clock
and 'round the town —



Make your swim suit a slim suit. Playtex is invisible underneath. Wear it swimming dry it with a towel—it's ready to wear again.



Have fun in the sun! All-way-stretching Playtex leaves you boundlessly free. And see how it pares you down, keeps you sleek in shorts, slacks and playclothes.

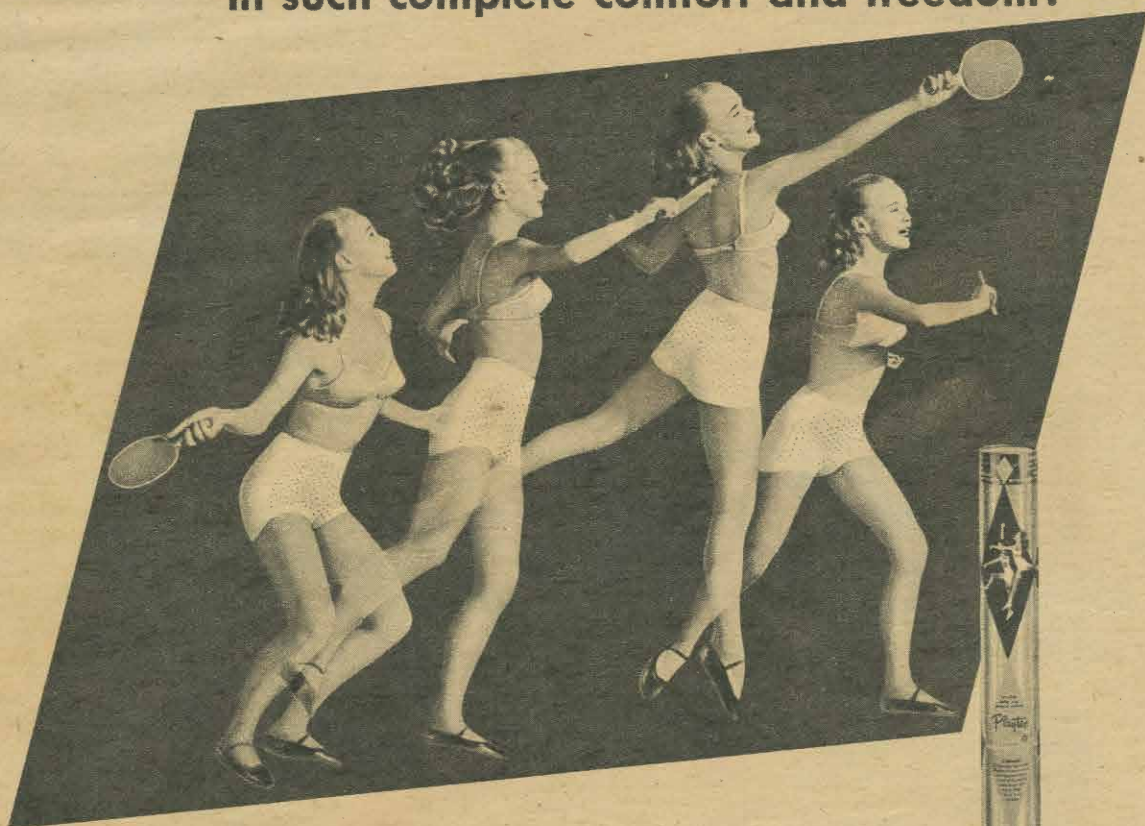
Turn on the charm! Playtex Panty brief takes you from play to party in slender style... Keeps your silhouette summer-slim!

Dinner Dress by Lawrence Sperber:



Only a Playtex Panty Brief

**keeps you summer-slim
in such complete comfort and freedom!**



What a summer blessing *this* is... a girdle you can wear for every occasion, every time of day! Invisible Playtex Panty Brief is a lightweight miracle of latex, without a seam, stitch or bone. It's all-way stretching, all-way controlling, all-day comfortable—and it washes in seconds, pats dry with a towel! There isn't another girdle in the world that can match it for versatility, summer slimness, summer freedom, summer comfort!



Invisible PLAYTEX PANTY BRIEF \$4.50
PLAYTEX FABRIC-LINED PANTY BRIEF \$6.95
PLAYTEX GARTER GIRDLES from \$5.50

At all department stores and better specialty shops, PLAYTEX... known everywhere as the girdle in the **SLIM** tube.

PLAYTEX, LTD., 1231 St. Catherine St., West, Montreal 2, P.Q.



POSE—in your slimmest dress. Playtex is completely invisible, streamlines you from waist to thigh!

Spring Fashion by Lawrence Sperber.

PERCH—where you please, you're trim and at ease! Your Playtex is as comfortable as a second skin!



PARADE—see how Playtex leaves you wonderfully free, lets you lead an active, slimly attractive life!



Swing into Spring!

WITH A NEW SLIMMER PLAYTEX FIGURE!

It's another reason to welcome Spring—this miraculously figure-slimming girdle, that controls your figure naturally for Spring fashions! Playtex Fabric-Lined Girdle is all one smooth piece of miracle latex, lined with cloud-soft fabric. It molds, holds, and trims you with exclusive all-way control. And wait till you see how comfortable and free it lets you be!



PLAYTEX... known everywhere as the girdle in the SLIM tube

Invisible

PLAYTEX Fabric-Lined GIRDLES

REG. T. M.

PLAYTEX Fabric-Lined Girdles with new *adjustable garters, White Magic or Pink, \$8.50. Other Playtex Girdles, from \$4.50. At all department stores and better specialty shops.

PLAYTEX, LTD., 1231 St. Catherine St., West, Montreal 2, P.Q.

*Canada & Foreign Patents Pending

Spicilège / Scrapbook

P.14

PREVIEW OF CORONATION

Sperber's Dinner Dresses Bring Us England in June

By MILE. TAPPE

Vancouver Sun Fashion Editor

Coronation-bound Canadians will get a look next month at the fashions they'll be wearing for the June festivities at a mammoth Coronation Pageant Kate Aitken is staging in Toronto. Included among the six distinguished Canadian designers who have been chosen to present styles for garden parties, teas and dinners, is Lawrence Sperber, who is in town with a collection of stunning spring and summer models for Vancouver.

Fashions Mr. Sperber is showing at this pageant are, of course, a secret, but he did bring a glimpse Wednesday of June in England to a January in Vancouver, with two floor-length silk crepe and rayon dinner dresses which feature the new straight and narrow silhouette.

Though he will be including full-skirted, floor-length garden party dresses, designed in pastel-

toned silk organza and chiffon, of the bodices have a slightly bloused back. Others zip up the back for slipping into easily.

"BRITISH COLUMBIA" DRESS

One of these sheaths he calls his "British Columbia" dress. It comes in navy, black, the much talked about beige, and other pastels. For flattery, the skirt is caught with shirring at one side and to suit the occasion the neckline can be worn high or low. It could also be called his "Ball and Chain" dress, because this jewelry detail comes with the dress to be worn according to any passing whim.

NOT POPULAR OVER HERE

With the exception of at the Governor-General's formal garden party in Ottawa, possibly, Mr. Sperber doesn't think the long dress will be popular on this side of the Atlantic. Instead, you'll be wearing a street-length sheer crepe afternoon dress, which, in his opinion, will enjoy a tremendous revival this spring and summer. And he has brought along a number of stunning examples.

Though they introduce the fashionable straight line, many have softening details, such as shirring, back pleats and drapes, to take away any severity. Some-

That furor for spring—the box jacket—is featured by Mr. Sperber for tailored suits which have a "costume look" and for the costume combining a dress and jacket. Dashing among the latter, is the navy bengaline and wool sheath with just a suggestion of fulness at the back, topped with a waist-length pink woolen box jacket, bound with navy.

FULL SKIRTED SEPARATES

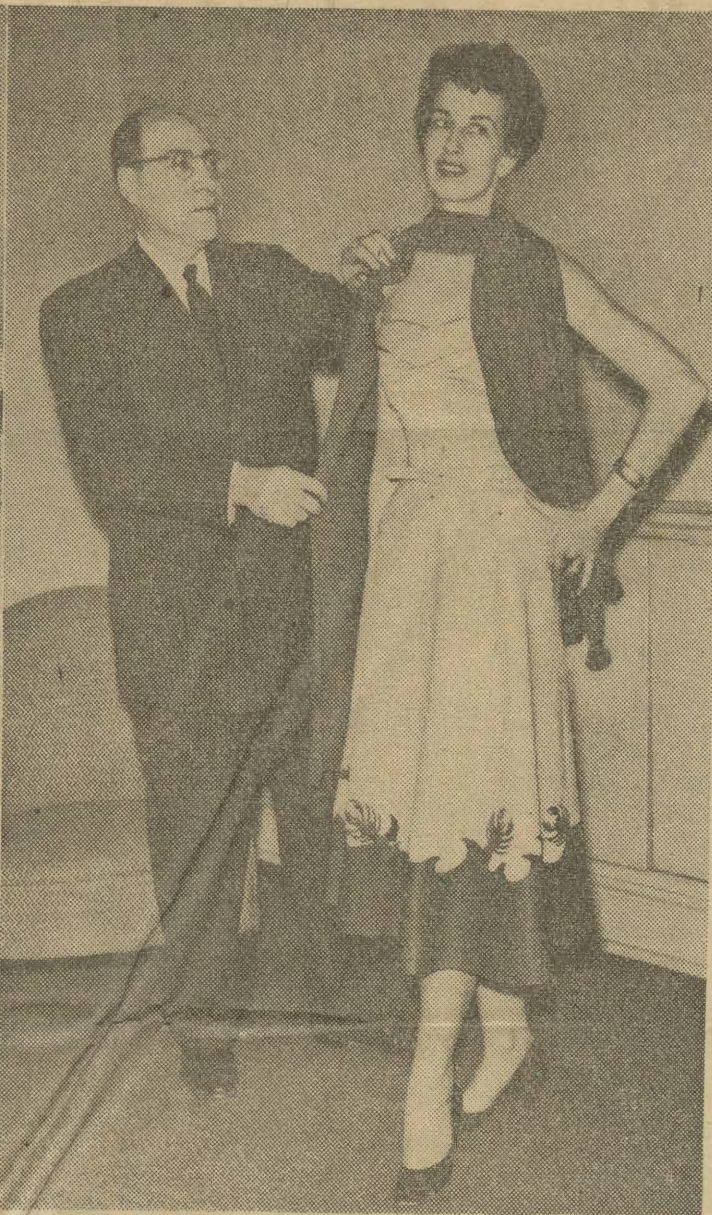
This designer is showing a lot of dark navy blue and black accented with carnation pink. This may be a single artificial carnation posed at the neckline and a pink sash, or it may be one carnation with a big pink chiffon kerchief falling from a pocket.

But the sheaths won't replace the youthful, pretty and flattering full skirts, says Mr. Sperber. They'll be as popular as ever in the "separates" group. And with his separates you can't tell where the blouse ends and the skirt begins, because they are teamed to look like a one-piece dress.



—Fillon Studios

FULL SKIRTS are still fashionable in "separates." Lawrence Sperber uses black silk organza for the skirt and black Chantilly lace over pink organza for blouse in the "separates" combined above to look like a one-piece dress.



—Filion Studios

NEWS OF YEAR, in the opinion of Lawrence Sperber, famous Canadian designer, is the revival of the street-length afternoon dress, designed in sheer crepe. Striking example is the beige pure silk and rayon crepe sheath he calls his "British Columbia dress pictured (left). "Soft woolen stoles even for sunny climes," says Mr. Sperber, as he adjusts the red jersey poncho stole Miss Marilyn Crane wears with his natural and navy straw-fabric dress. Luscious enough to eat are the red plastic lobsters placed at the wave-like border.

LA to Kitsilano Community Centre will meet at 8 tonight at the Centre.

Simon Fraser Chapter, IODE, will meet Friday at 1:30 p.m. at the home of Mrs. H. Linford, 4305 Perry.

Pythian Sisters Service Club will meet at 2 p.m. Friday at the home of Mrs. Nan Behnsen, 1225 Davie.

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30

Black and White Glamor



Black French Chantilly lace over polished white cotton fashions a new frock for Spring by Lawrence Sperber. Note the demi-jacket and black velvet midriff.

Hair Abb And

LONDON—
to grow—
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When the
soft curls to
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For those
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be brushed

A Gift for the

which he hopes to present to Mrs. Mamie Eisenhower.

The pocketbook's interior is
ed by three electric bulbs.

LE PETIT JOURNAL, 19 AVRIL 1953

Frais comme le printemps



Cet ensemble créé par Christian Dior a été baptisé "Soudan", mais il n'est pas fait pour cette partie de l'Afrique. On le porte au printemps, quand l'air est encore frais. L'encolure de la robe (en gros-grain de rayonne blanche) est généreuse, mais on dit que le manteau (de laine rouge corail) est chaud (comme la température du Soudan).

LE PETIT JOURNAL, 19 AVRIL 1953

Frais comme le printemps



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Spicilège / Scrapbook

P.15

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vice
81 University Ave., Toronto

DAILY TIMES JOURNAL
PORT WILLIAM, ONT.
JUNE 2/47

174
Chapples
LIMITED



A Lawrence Sperber Creation

as featured in Vogue (June Issue)

A sophisticated black sheer, exquisitely styled with subtle drapery adding charm to this original from Canada's foremost fashion designer. Sizes 12 to 16.

35.00

DRESSES—CHAPPLES LTD.—CENTER STORE.

*Canadian
Press Clipping
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481 University Ave., Toronto

THE NEWS CHRONICLE
PORT ARTHUR ONT.
JUNE 2/47

Chapples
LIMITED

Port William



A Lawrence Sperber Creation

As Featured in Vogue (June Issue)

A sophisticated black sheer, exquisitely styled with subtle drapery adding charm to this original from Canada's foremost fashion designer. Sizes 12 to 16.

35.00

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QUE VOUS EXIGEREZ D'UNE

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EDMONTON BULLETIN
ALTA. JUNE 4/47

Johnstone Walker's Daily Store News

The Only Department Store in Edmonton Owned, Controlled and Operated by Edmontonians

Store Hours — 9:30 a.m. to 5:30 p.m.

Phone 25161 — Ask for Dept.



by Lawrence
Sperber

SOPHISTICATED BLACK SHEER

*From the Designing Rooms
of Lawrence Sperber*

Last fall in London, Lawrence Sperber, fashions were singled out as the most inspired Canadian designs and made front page news. They were accorded the same reception in South Africa, Sweden and South America.

Now, for the first time in Canadian fashions, a Canadian designer's originals have acceptance in the United States.

● To introduce the creations of this noted Canadian designer, we have chosen this suave black Summer sheer. It has the distinctive styling and attention to detail characteristic of all Lawrence Sperber originals. The model illustrated comes in sizes 12, 14, 16 and 18.

Priced at **35.00**



Canada's Foremost Fashion Designer

*Canadian
Press Clipping
Service*

481 University Ave., Toronto

EDMONTON JOURNAL
ALTA. JUNE 4/47

RNAL

Johnstone Walker's Daily Store News

The Only Department Store in Edmonton Owned, Controlled and Operated by Edmontonians

Store Hours — 9:30 a.m. to 5:30 p.m.

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by *Lawrence Sperber*

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EVENING TIMES GLOBE
SAINT JOHN N.B.
JUNE 16/47

THE EVENING TIMES-GLOBE, SAINT JOHN, N. B., MONDAY.

174

In London, recently, Lawrence Sperber fashions were singled out as the most inspired of Canadian designs. Interpreting the Canadian taste with dignity, Lawrence Sperber creations are accorded the best reception in the United States, South America, South Africa, Sweden.

A natural for "Your fashion centre of better values," Lawrence Sperber creations are exclusive with Calp's in Saint John. They don't come in abundance, but you can always depend on seeing a satisfying showing of the numbers featured in such fashion periodicals as Vogue and Mayfair.



by *Lawrence Sperber*
MONTREAL

CANADA'S FASHION
DESIGNER



A recent Lawrence Sperber original shown in Vogue for June.
Summer black crepe..... **\$35**

Calp's
on Charlotte Street

Spicilège / Scrapbook

P.16

*Canadian
Press Clipping
Service*

481 University Ave., Toronto

WEST VANCOUVER NEWS
BOLLY BURN B.C.
NOV. 6/47

174

• • • A Season of
dazzling elegance

• • DRESSES



Dramatic cocktail dresses that make you sparkle, to match the Gaiety of the Winter social season. A Blaze of sequins, jewels and embroidery . . . Model sketched has gracefully draped skirt bodice embroidered with gold stars and comets . . . designed by Sperber . . . and is only one of our exciting collection.

be Glamorous in a
Hooded COAT

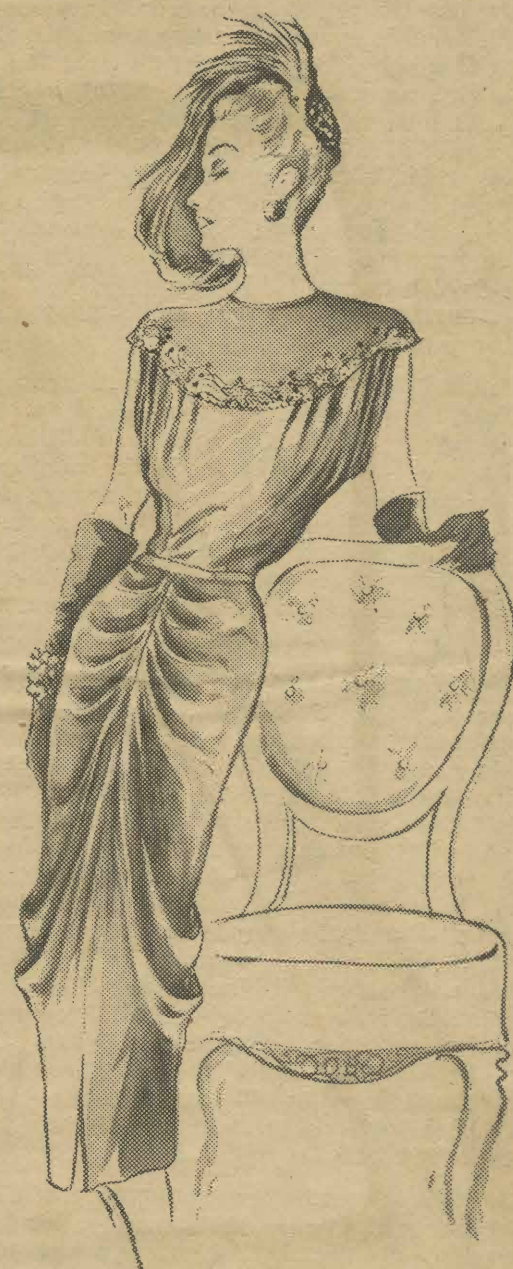
A marvellous all season glamour coat, with the picturesque detachable hood . . . full swing flared back . . . in all wool quality velour.

Gaberdine Suits

Elegance in SUITS too . . . Flattering and irresistible in fashion's most spectacular styles . . . You'll find them all at the Georgia. . . . Of materials that are superior.

**Georgia
Style Shop**
693 Granville St.

VANCOUVER



*Canadian
Press Clipping
Service*

481 University Ave., Toronto

OTTAWA EVENING JOURNAL
ONT. DEC. 11/47

STORE HOURS: 9.30 A.M. TO 6 P.M.

AJF

174

A. J. FREIMAN LIMITED

**The Shopping Centre
of Canada's Capital**



evening elegance

Exclusively for Freiman's in Ottawa, Lawrence Sperber, top-ranking Canadian designer, presents dresses designed for formal evenings ahead . . . gowns sparkling with sequins, flashing with brilliant colour . . . perfect for an exciting Christmas season! See the Sperber collection at Freiman's now.

Sketched . . .

Top . . . gold and silver coloured sequins appliqued in glittering floral design catch the subtle hip drape of this black rayon crepe.

69.50

Right . . . bare-shouldered beauty, a velvet bodice, on a striped taffeta skirt, with hip paniers.

69.50

Freiman's Fashion Salon, Second Floor.



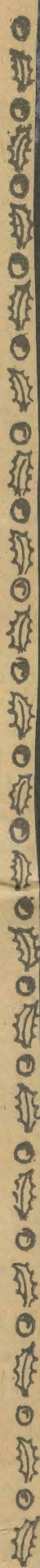
A.J. FREIMAN
LIMITED

STORE HOURS:

Don't forget to see Santa Claus—
daily, 10 a.m. to 12 noon,
2.30 p.m. to 5 p.m.



Glowing SATIN





for 5 o'clock and on, by Lawrence Sperber

Just two sketched from the superb Sperber collection at Freiman's! Jewel-tone satins, aglow to light up a brilliant Christmas season. Ice blue, leaf green, white, black, silver grey. Sizes 12 to 16.

Sketched . . .

Top . . . "5 o'clock enchantment" . . .
a torso-tight bodice, a peg-top skirt
. . . all shimmering satin. **39.50**

Left . . . a period evening gown with
the new Parisian neckline . . . bustle-
backed, great skirted. **55.00**

Freiman's Fashion Salon, Second Floor.

Spicilège / Scrapbook

P.17

PERCY TRILNICK LIMITED.
CHESHAM HOUSE
136. REGENT STREET.
LONDON, W.1.

TELEPHONE: REGENT 4601 (6 LINES)
OUR REF. PAS:DC.

CABLES: TRILNICK. LONDON
GRAMS: TRILNICK. PIGGY LONDON

19th August, 1947.

Mr. Lawrence Sperber,
Lawrence Sperber Inc.,
1470, Peel Street,
MONTREAL, Canada.

Dear Mr. Sperber,

In my last letter to you, I advised that the merchandise you shipped to Galleries Lafayette Ltd. had arrived and that as arranged they made a special window display publicising both your name and your merchandise, and we arranged to have some photographs taken of the window so that you can see exactly what they did.

Although it was originally intended to have this window in the store for a whole week, it so happens that at the time the merchandise came in we were in the midst of a very hot spell, with the result that the entire shipment of merchandise was sold out the same day, and it was therefore necessary for Galleries Lafayette to withdraw the window after the first day's showing as they had nothing left to sell. This unfortunately upset our plans with the photography as there was not the time to take the photographs under perfect conditions, with the result that they did not come out as well as expected. We did have three photographs taken, however, which I am sending you herewith, which show a very attractive window of your merchandise which they did put in, and the prominence they gave to the name of Lawrence Sperber. In spite of the street effects that are shown up on the photographs, I feel sure they will give you a very good impression of this window display. Although the photography is not 100%, it is a very satisfying consolation that the merchandise sold so successfully.

Kindest personal regards,

Sincerely yours,
PERCY TRILNICK LIMITED.

Percy A. Stafford
PERCY A. STAFFORD.

LE DROIT
OTTAWA ONT.
NOV. 20/47

ROIT, OTTAWA, LE JEUDI 20 NOVEMBRE 1947

Sept

GASIN: 9.30 a.m. à 6 p.m. DU LUNDI AU SAMEDI.



**fascinantes et
étincelantes robes
de soirée
par Lawrence Sperber**

Vedettes de la grande saison des Fêtes
... les robes de soirées confectionnées
par Lawrence Sperber qui n'a pas son
égal ... dans le crêpe rayonné zigzagué
avec une myriade de séquins étince-
lants.

illustré ...

à gauche ... Une bande de séquins commence
au dos de l'épaule droite et vient prendre à
la fascinante hanche drapée! **69 50**
Noir, gris. Tailles 12 à 18.

en haut ... Un sequin éblouissant recouvre la
blouse de cette robe du diner d'un souple
drapé. Dans les teintes de mauve crayon,
brun brûlé et rose ombre. **79 50**
Tailles 14 à 18.

Salon de la mode chez Freiman,
deuxième étage

Spicilège / Scrapbook

P.18

... and it's
*Pre-tested
Rayon!*

... Glamour-fabric for a two-toned "Lawrence
Sperber" dress in Gro-val "Personality" rayon
crepe ... with the added asset of having been tested
and approved under Courtaulds' "Quality-Control" Plan
for smooth performance and dry-cleanability.
Brown with wheat or aqua. Black, with blue, wheat,
or aqua top. Sizes 12 to 18. About \$55.00.

Sold at these and Other Leading Stores Across Canada:-

Jason's Bay Company Vancouver and Victoria, B.C.
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The T. Eaton Co. Limited . . . Montreal, Que., Edmonton, Alta.,
Winnipeg, Man., Halifax, N.S.
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Producers of Rayon Yarn Only

Genie ... a magical blue

Genie ... a smoky bewitching blue
... one of Bruck's legendary colours
inspired by the magic story of the
Arabian Nights ... Colours with
a background of mystery and
intrigue that cast their spell on the
Season's lavish fashions.

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F A B R I C S

BRUCK SILK MILLS LIMITED - Montreal and Toronto

Bruck Fabrics are sold by the yard in leading stores everywhere.

GOWNS BY LAWRENCE SPERBER.

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481 University Ave., Toronto

MONTREAL STANDARD
P.Q. DEC. 13/47



Salon de Haute Couture
is your
Fashion Centre

In your rush for Xmas gifts, have you forgotten that new dress that was to make your holiday season complete?

Why not visit **Dalfen's Salon de Haute Couture** where you will find styles by **Lawrence Sperber, Alfandri, Yvel, Brodtkin Bros., Fashion Guild, Queen Dress**, and other top-ranking designers.

Courteous and experienced salesladies are on hand to make dress-shopping a pleasure at **Dalfen's Salon de Haute Couture**.

The afternoon dress illustrated is a Lawrence Sperber creation.



*Canadian
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Service*

481 University Ave., Toronto

TORONTO DAILY STAR
ONT. OCT. 28/47

JOY MAKES YOU BEAUTIFUL



Everyone wants to

LOOK NEW

so Lawrence Sperber
makes a handsome
thing of the Infanta
silhouette — a two-
piece costume in black
faille with peek-a-boo
stripe and padded hips.

\$45

9.30 to 6
Friday to 9

SETTING a NEW PACE at YONGE and St. CLAIR

Spicilège / Scrapbook

P.19

174



Salon de Haute Couture

is your

Fashion Centre

You will be wanting to look your best in the coming festive season, so why not visit **Dalfen's Salon de Haute Couture**, and see what one of the many dresses we carry can do for you. Carefully selected for dignity in styling, every dress is chosen to highlight individual personalities.

There are styles by such leading designers as **Lawrence Sperber, Yvel, Brodtkin Brothers, William Segal, Queen Dress** and **Fashion Guild**, making up one of the largest assortments of better-class modes in town.

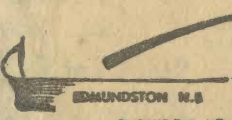
The Lawrence Sperber Evening Dress illustrated is priced at \$65.00.



*Canadian
Press Clipping
Service*

481 University Ave., Toronto

MONTREAL STANDARD
P.Q. NOV. 1/47

174  EDMUNDSTON N.B.
SNOWDON N.Y. *Dalmen's*
DEPT. STORES

Salon de Haute Couture is your Fashion Centre

Now occupying the entire Mezzanine floor, our SALON DE HAUTE COUTURE is being discovered by more and more women who look for fine workmanship and up-to-date styling when buying a dress. Among the styles by BRODKIN, LAWRENCE SPERBER, WILLIAM SEGAL, YVEL, QUEEN DRESS, FASHION GUILD, and other top-ranking designers, they find dresses that meet their every expectation. In our ground floor dress department, are many attractive numbers in lower price lines. Whether your budget is large or small you will find satisfaction at DALFEN'S.

*The Lawrence Sperber Padded-Hip Suit
illustrated is priced at \$40.00*



*Canadian
Press Clipping
Service*

481 University Ave., Toronto

MONTREAL STANDARD
P.Q. NOV. 29/47



Salon de Haute Couture

is your

Fashion Centre

With only 21 shopping days left till Christmas, you'll have to step fast to look your best in the festive season. You can make dress-shopping an easy task by visiting **Dalfen's Salon de Haute Couture.**

Styles by Lawrence Sperber, Brodtkin Brothers, Yvel, William Segal, Queen Dress, Fashion Guild and other top-ranking designers assure you of one of the largest assortments of better dresses in town . . . dresses, each of which is carefully selected for dignity of styling, a feature that will highlight your individual personality.

*The evening dress illustrated is
a Lawrence Sperber creation*



Bow" which is playing currently at the Snowdon U theatre for one week. The film is a musical biograph of the great Italian violinist.

ENTERTAINMENT GUIDE

THEATRE

COLLEGE ST. LAURENT, BY 2444—Students of the college in "Hun de Bordeaux", French Fantasy. Last performance this evening.
ESU HALL, LA 1186—Les Compagnons in Jean Racine's "Andromaque" opening tonight and playing November 18, 19, 20, 21, 22, 25, 27, 28 and 29.
BUY STREET PLAYHOUSE, PL 4653—Montreal Repertory theatre's production of Terence Rattigan's "While the Sun Shines" opening Thursday evening for ten days.

MUSIC

CURRIE GYMNASIUM, MA 2365—Ella Goldstein, pianist in recital Thursday evening.
HIS MAJESTY'S, PL 2488—Film version of Rossini's "Barber of Seville" starring Ferruccio Tagliavini. Opening Monday for one week only.
LATEAU HALL, WI-7186—Les Concerts Symphoniques under Desire Defauw. Tuesday and Wednesday evenings.
ITZ CARLTON, PL 4212—Gerald Desmarais, bass, in recital Monday evening. John Newmark at the piano.

ART

ART ASSOCIATION, PL 4420—Exhibition of paintings from the Royal Canadian Academy.
DOMINION GALLERY, HA 7471—Memorial exhibition of the painting of J. E. H. MacDonald, RCA, 1873-1932. Since there are only 130 works by MacDonald, the 39 canvases, 40 sketches, drawings, etchings, and lino-cuts which are in this exhibition represent a good third of MacDonald's entire output. Opening Thursday until December 3.
SHERBROOKE WEST—Exhibition of paintings by Pierre Gauvreau. Open every day from 2 to 10 PM until November 30.

MOVIES

Downtown

APITOL, LA 6256—"Cry Wolf" with Errol Flynn and Barbara Stanwyck.
INEMA DE PARIS, LA 2704—"Sortilèges".
IMPERIAL, LA 6168—"Meet John Doe" with Garry Cooper and Barabara Stanwyck and "Wild Bill Hickock Rides".
OEWS, LA 5244—"Duel in the Sun" with Jennifer Jones, Gregory Peck and Joseph Cotton.

ORPHEUM, MA. 2153—"Arsenic Dentelle".
PALACE, LA 6121—"Song of Lc Katherine Hepburn, Paul Her Robert Walker, (second week).
PRINCESS, LA 5232—"The Woman on the Beach" with Joan Bennett, Robert Ryan and Charles Bickford, and "Spirit of West Point".
ST. DENIS, PL 6171—"Les Destin S'Amuse and "Le Masque est Noir".
STRAND, LA 7086—"News Hounds" and "Flame of the West".

2 SHOWS DAILY 2:30-8:30
 MATINEES 75¢-EVENINGS \$1.00

RESERVED SEAT SALE AT
 Lindsay's St. Catherine West
 And Theatre Box Office

The adventures
 of the immortal
 composer
 whose
 romances
 rivalled the
 fire of his

SNOW

(Decarie Blvd. a

Starts Today for



SPECIAL

Spicilège / Scrapbook

P.20



This way . . .

THE ROBERT



L, THURSDAY, SEPTEMBER 18, 1947.

SIMPSON MONTREAL LIMITED





It's out . . .

This is Lawrence Sperber's interpretation of how you will look this fall. It's a dress with a graceful, draped overskirt in the rounder, softer silhouette. It will have a long life in your wardrobe as a basic bright up with your favourite baubles or worn with its own coloured metal ball and chain.

That way . . .



It's in . . .

interpretation of how you will look
aceful, draped overskirt in the rounder,
will have a long life in your wardrobe as a basic brightened
up with your favourite baubles or worn with its own versatile gold
coloured metal ball and chain. Black and colours, \$40.

Simpson's

Spicilège / Scrapbook

P.21

Canadian Press Clipping Service

481 University Ave., Toronto

STYLE
TORONTO ONT.
NOV 28/51

Distinctive Sheaths Said Big Feature

MONTREAL — Lawrence Sperber's spring collection will show less fullness in the skirts, with his distinctive sheaths still prominent. Strong colors will be navy, shades in the brown family and winter white.

While tailored, classic clothes, along casual lines, under the "Lawrence Sperber's K y m o n t Sleeve" label will be an important part of his collection, the cocktail wear for which he is noted will highlight his range.

One cocktail dress of black and natural chantilly lace over a double layer of net and taffeta has a shrug shoulder jacket and an Empire waistline. The full skirt has let-out pleats.

Above an Empire waistline, there is a bodice of cartridge pleating on one cocktail dress and redingote ensemble. The skirt is semi-full with side pleats. Over the yarn-dyed, checked taffeta dress, the redingote is of silk marquisette.

A crepe sheath with a square neckline and capelet sleeves is completely covered with black and white tassel fringe.

*Canadian
Press Clipping
Service*

481 University Ave., Toronto

STYLE
TORONTO ONT.
NOV 14/51

Took Three Years to Develop

Firm Gets Licensing Rights For Canada, B.E., For Sleeve

MONTREAL—Lawrence Sperber announced he has obtained exclusive licensing rights to the Kymont patented sleeve for Canada and the British Empire through an arrangement with A. L. Gilpin and Nini Turcotte of New York, owners of the patent (and, incidentally, two former Canadians who crossed the line). This sleeve, which took three years to develop, is in one piece with the back and constructed to give complete freedom of the arms, though it allows a snug fit over the bustline and waist, solving the problem of the constricting inset sleeve and the loose-fitting bodice, a raglan sleeve gives.

Although he will make high-priced lines himself under the "Lawrence Sperber's Kymont Sleeve" label, he will license the sleeve out to lower-priced dress firms and to other men's, women's and children's apparel firms.

This firm's spring and cruise wear samples featuring this sleeve show it can be adapted to any fabric and any type of garment. Blouses were modelled with arms raised to prove the rest of the garment does not ride up while the arms are in action. At the waistline, the blouses stayed inside the skirt. An outstanding blouse fabric shown here is wool lace. A golf suit of rayon flannel can be worn with the blouse inside or out of the skirt. A satin, tailored, wraparound housecoat showed the sleeve to advantage, as did a corduroy jacket.

This spring he will make a line of casual and lounging clothes in addition to his regular dress line.

His enthusiastic comment on the sleeve was, "It is the first revolutionary invention in clothes since the 18th century. It is a changeover from 18th century clothes to 20th century clothes which must give freedom."

Nomination Meeting

Nomination meeting of Memorial Silver Cross Chapter, IODE, will meet at 2 p.m. Friday at the home of Mrs. M. S. Parry, 2346 West Third.

Square Dance

Victory Circle of Knox United Church will hold a square dance Saturday at 8:30 p.m. in the church hall. Refreshments will be served.

How Scott's Emulsion Helps CHILDREN GROW STRONG, HUSKY!

More than
just a tonic

**CHILDREN THRIVE** on

Scott's Emulsion. When they get run down, catch colds or get sick—see what a difference it makes when you give them Scott's Emulsion. It contains natural A & D Vitamins in natural oil—real "gold from the sea." Helps them maintain resistance. Helps them build strong bones, sound teeth, a husky body! Helps them grow into fine, sturdy, lively children you're proud of! Try Scott's and see!

SCOTT'S EMULSION IS RECOMMENDED BECAUSE

1. It contains natural A & D Vitamins in natural oil—plus added minerals.
2. Easy to take, economical.
3. Four times easier to digest than plain cod liver oil, because of exclusive process.
4. Helps children build strong bones, sound teeth, a sturdy frame.

Today—sure—get Scott's at your favourite store.



TRY SCOTT'S EMULSION
HIGH ENERGY TONIC



—Filion Studios

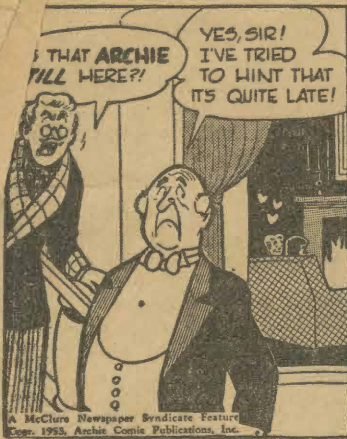
in the opinion of Lawrence Sperber, famous Canadian designer of the street-length afternoon dress, designed in sheer crepe. Strike the beige pure silk and rayon crepe sheath he calls his "British pictured (left). "Soft woolen stoles even for sunny climes," says he adjusts the red jersey poncho stole Miss Marilyn Crane wears and navy straw-fabric dress. Luscious enough to eat are the red placed at the wave-like border.

Community Cen- Simon Fraser Chapter, IODE, will meet Friday at 1:30 p.m. at the home of Mrs. H. Linford, 4305 Perry. Pythian Sisters Service Club will meet at 2 p.m. Friday at the home of Mrs. Nan Behnsen, 1225 Davie.

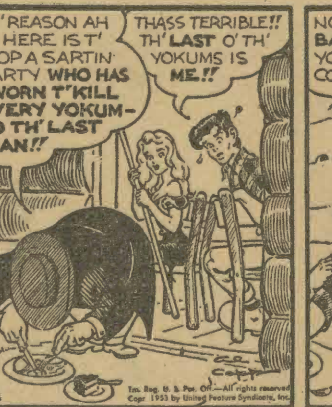
Men over 35 can look younger!



H I E



L I L A B N E R



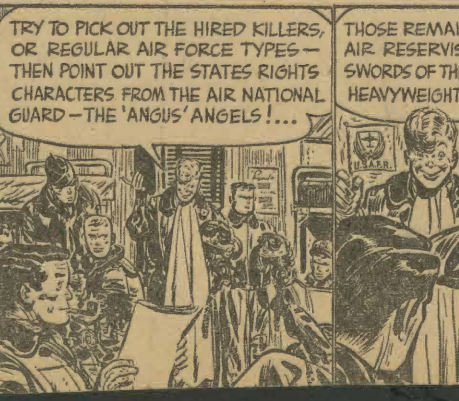
R E X M O R G A N , M . D .



L E S L E Y S H A N E



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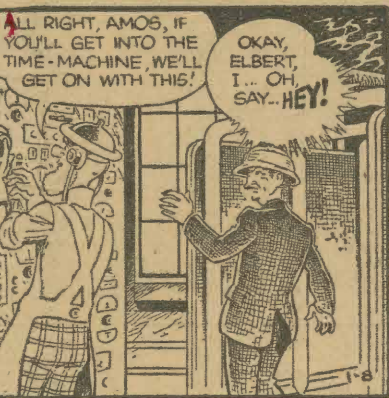




JOHN HAZARD



ALLEY OOP



POGO



PREVIEW OF CORONATION

Sperber's Dinner Dresses Bring Us England in June

By MILE. TAPPE
Vancouver Sun Fashion Editor

Coronation-bound Canadians will get a look next month at the fashions they'll be wearing for the June festivities at a mammoth Coronation Pageant Kate Aitken is staging in Toronto. Included among the six distinguished Canadian designers who have been chosen to present styles for garden parties, teas and dinners, is Lawrence Sperber, who is in town with a collection of stunning spring and summer models for Vancouver.

Fashions Mr. Sperber is showing at this pageant are, of course, a secret, but he did bring a glimpse Wednesday of June in England to a January in Vancouver, with two floor-length silk crepe and rayon dinner dresses which feature the new straight and narrow silhouette.

Though he will be including full-skirted, floor-length garden party dresses, designed in pastel-

toned silk organza and chiffon, he feels that these dinner dresses will be popular with Canadians in England, because of their versatility. With the addition of a garden party hat and a "little fur," they'd be as perfect for a formal alfresco party, as for dinner.

NOT POPULAR OVER HERE

With the exception of at the Governor-General's formal garden party in Ottawa, possibly, Mr. Sperber doesn't think the long dress will be popular on this side of the Atlantic. Instead, you'll be wearing a street-length sheer crepe afternoon dress, which, in his opinion, will enjoy a tremendous revival this spring and summer. And he has brought along a number of stunning examples.

Though they introduce the fashionable straight line, many have softening details, such as shirring, back pleats and drapes, to take away any severity. Some

of the bodices have a slightly bloused back. Others zip up the back for slipping into easily.

"BRITISH COLUMBIA" DRESS

One of these sheaths he calls his "British Columbia" dress. It comes in navy, black, the much talked about beige, and other pastels. For flattery, the skirt is caught with shirring at one side and to suit the occasion the neckline can be worn high or low. It could also be called his "Ball and Chain" dress, because this jewelry detail comes with the dress to be worn according to any passing whim.

That furor for spring—the box jacket—is featured by Mr. Sperber for tailored suits which have a "costume look" and for the costume combining a dress and jacket. Dashing among the latter, is the navy bengaline and wool sheath with just a suggestion of fullness at the back, topped with a waist-length pink woolen box jacket, bound with navy.

FULL SKIRTED SEPARATES

This designer is showing a lot of dark navy blue and black accented with carnation pink. This may be a single artificial carnation posed at the neckline and a pink sash, or it may be one carnation with a big pink chiffon kerchief falling from a pocket.

But the sheaths won't replace the youthful, pretty and flattering full skirts, says Mr. Sperber. They'll be as popular as ever in the "separates" group. And with his separates you can't tell where the blouse ends and the skirt begins, because they are teamed to look like a one-piece dress.



NEWS OF YEAR, er, is the revival of ing example is the Columbia dress pi Mr. Sperber, as he with his natural an plastic lobsters pl

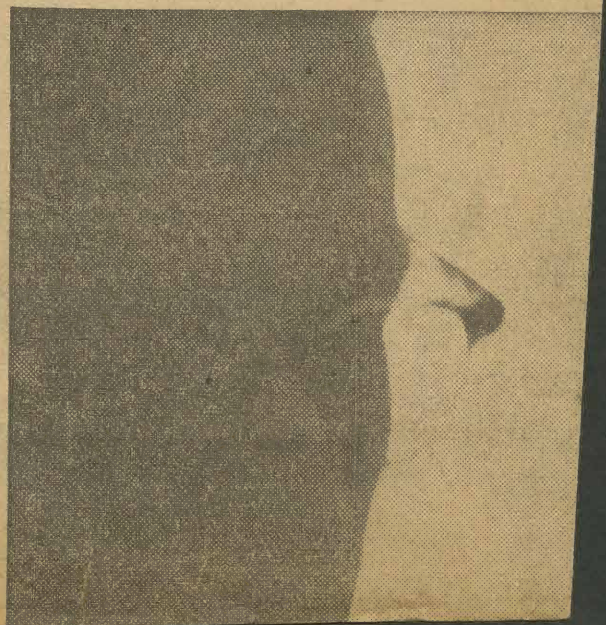
L.A. to Kitsilano Commi tre will meet at 8 tonig Centre.



FULL SKIRTS are still fashionable in "separates." Lawrence Sperber uses black silk organza for the skirt and black Chantilly lace over pink organza for blouse in the "separates" combined above to look like a one-piece dress.

—Fillion Studios

How wome



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Spicilège / Scrapbook

P.22



Spring 1950

ARNOTT & ROGERS

PRINTERS

370 St. James City - Montreal

PRINT No: 6355-3

Spicilège / Scrapbook

P.23



Fall 1948.

June. 6/48.

Group. Del Grande Alfandir

Graetz Bros. Regd.
COMMERCIAL AND INDUSTRIAL
PHOTOGRAPHERS
470 ST. ALEXIS LA. 7095



PRINT No. _____ DATE _____

Spicilège / Scrapbook

P.24



Lawrence Sperber's slipper satin evening gown with intricately draped skirt.

ARNOTT & ROGERS
FASHION STUDIOS
770 St. Antoine St., - Montreal
PRINT No: 5738 6

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Spicilège / Scrapbook

P.25



ARNOTT & ROGERS

FASHION STUDIOS

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Spicilège / Scrapbook

P.26



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From the Lawrence Sperber collection for 1950 comes the lightestweight
suit of the season .. It weighs exactly 16 ounces! New in the luxurious
light fabric imported from Scotland in soft shades of cream, beige and
brown. Longline jacket is accented with the rich brown stripe while the
skirt of slim proportions is fashioned from cream and beige stripes.

ARNOLD
FASHION
770 St. Antoin
PRINT No.:

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P.27



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FASHION STUDIOS
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For Spring 1950 LAWRENCE SPERBER creates a slender reed of a dress that weighs exactly four ounces. The print of this cloud-light fabric is worked in interesting horizontal design yet the dress is long and lean in the newest manner. Panel effect is worked into one hipline to allow freedom in the slimline silhouette.

ARNOTT & ROGERS
FASHION STUDIOS

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