

The first step was to secure all the information possible on obtaining a tartan and having it registered in Scotland. The committee wished to have blue as the background colour because of the County's position and its long shore-line, three hundred and sixty-seven miles bordering on Lake Huron and Georgian Bay. Several people submitted designs and much help was given by the London Weavers and the Nova Scotia Department of Tourism. Many weeks and many meetings went by and as our centennial year was drawing closer it was decided to write the Lord Lyon King-of-Arms in Scotland as to the possibility of having a new tartan registered in Scotland. This was done. Back came the answer, that under no consideration would a tartan be approved for an organization, that the request must come through County Council and that only a variation of the Bruce Clan Tartan would be considered. Later the same reply was given Mrs. Wimperley when she called on the Lord Lyon on a visit to Scotland, he was firm in his refusal of a new tartan for the County. What to do now? Where do we go from here?

Through a suggestion of Mr. Norman McLeod of Toronto, a native of Bruce County and now on our committee, who was also an officer in the Clan McLeod Society and a personal acquaintance of Lord Bruce, it was decided to invite the assistance of this noble Lord who is a great grandson of the former Governor-General, respectfully seeking permission to use the sett of the Bruce Clan Tartan in other colours. Lord Bruce upon receiving Mr. McLeod's letter, conferred with his father, the Earl of Elgin and Kincardine, head of the Clan Bruce on this matter. When suggestions as to colour and design were sent by the committee to these distinguished gentlemen, it was felt and rightly so, that only minor changes could be permitted and these changes must also be agreeable to the Lord Lyon King-of-Arms of Scotland. So not all of the

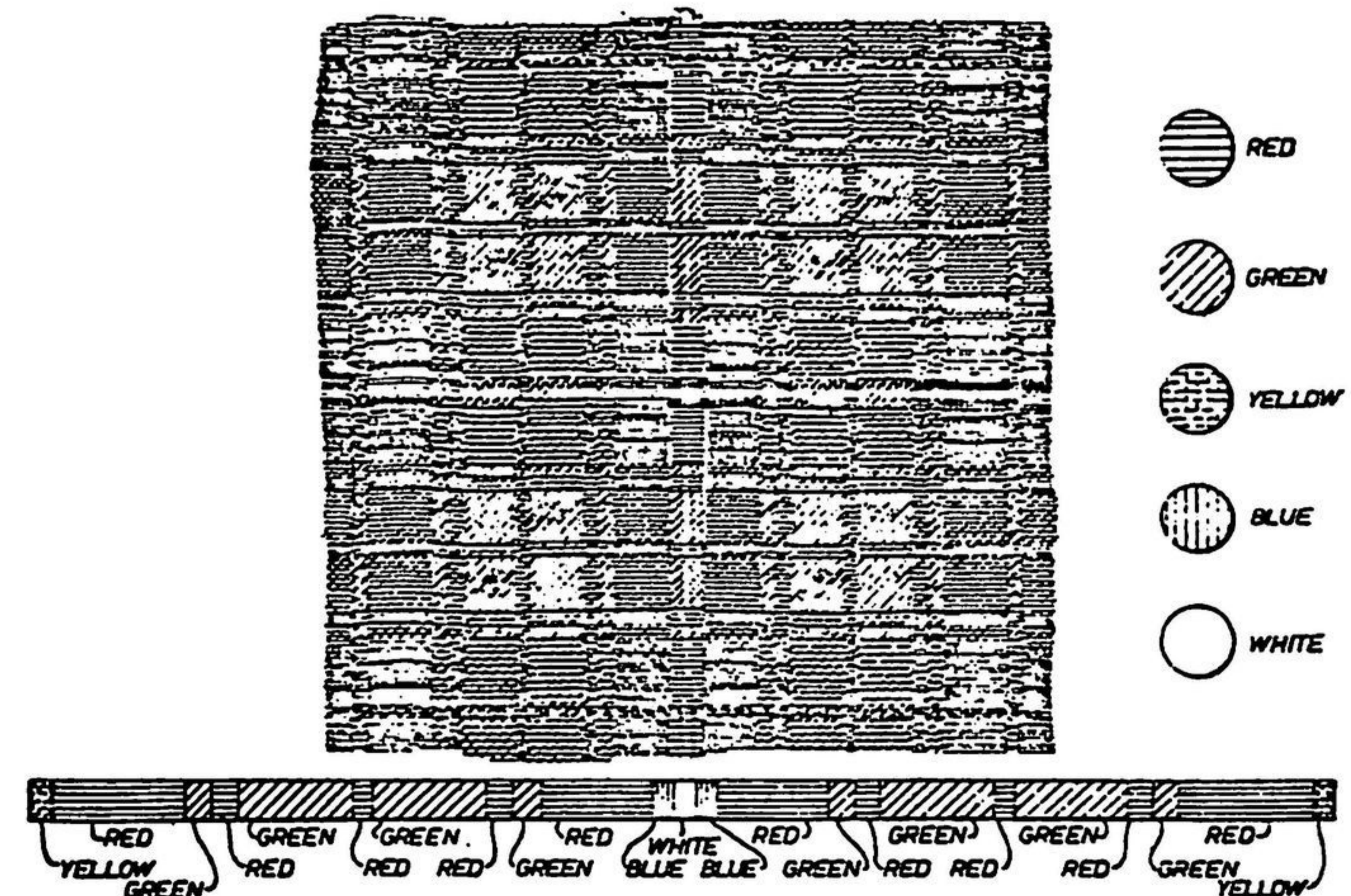
committee's request could be granted. However, consent to a modification of the Bruce family tartan was given. The modification consisted of a deep blue line on each side of the white line and using red in place of the scarlet background. A sample piece of tartan was woven by Andersons of George Street in Edinburgh and sent in April 1964 by Lord Bruce, son of the Earl of Elgin along with a letter which in part reads "I have great pleasure in sending you a small sample of Bruce Tartan which has been specially woven on the advice of Lord Lyon while approved by my Father. Should you in Bruce County wish to use it; the pattern can be exclusively granted. The distinguishing change from the Bruce family tartan is the addition of deep blue lines on either side of the white in the middle of the red section thereof. This is the Lyon's suggestion." This was acceptable to the tartan committee and to the County Council, who paid the registration of the tartan.

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Notices under Section 9 of the Trade Marks Act



The Registrar hereby gives public notice under Section 9 (1) (n) (iii) of the Trade Marks Act, of the adoption and use by the Corporation of the County of Bruce of the tartan shown above.

BRUCE COUNTY TARTAN