

CANADIAN corporations are deciding that names alone are not sufficient to attract public attention. More and more are identifying themselves with simple but well-designed symbols. A new class of designers is charging from \$1,500 to \$50,000 to create the signs. (CP Wirephoto)

Industrial Symbolization Is Seen As Growing Trend

By LARRY DWORIN TORONTO (CP) — Industrial symbolization is becoming a familiar phrase throughout Canadian business.

Many firms have concluded a corporate name by itself is no longer sufficient to attract public attention, and they need to identify themselves by simple but well defined symbols.

As a result, a growing field of industrial designers, graphic artists and printers has emerged in Canada, charging anywhere from \$1,500 to \$50,000 for their work.

Allan Fleming, vice-president of MacLaren Advertising Co. Ltd. Toronto, says "in our affluent society the symbolized design has become a way of identifying the company."

Mr. Fleming, who designed Canadian National Railways' symbol, says designs must be kept simple because in today's fast-moving life "people haven't the time to examine complex and intricate trade marks."

SPENT MILLIONS

"When I started working on the CNR design the public thought of the company as being tired, old and dirty, even though the company was spending millions of dollars on improvements."

"I tried to make it appear contemporary, depicting an aggressive company moving people and goods from coast to coast."

"The trap that many companies fall into is that they

think the quality of their product alone is good enough to sell it. However, with all the publicity we are exposed to, the name of the company can get lost, even if it is of good quality."

Mr. Fleming also designed Ontario Hydro's new symbol, showing the letters O H in the form of an electrical plug.

"I felt the design would look good on anything from posters to drapery fabric," he says.

Anna Spencer of the industrial design firm Opus International Ltd., Toronto, says corporate identity is important because "it touches every income group."

"When a person sees a cor-

Canada Is Seen Assured Of Good Oil Sales To U.S.

By ARCH MacKENZIE WASHINGTON (CP)—President Johnson's determination to resist price increases where possible has assured Canada another good year in crude oil sales to the United States, informants say.

This is the interpretation put on the announcement Friday of the long-awaited oil import control program.

There was little change and none for Canada's exemption from import controls other than saving regard to a measured increase in shipments to the U.S.

Higher domestic prices could have resulted from cutting down on imports from Canada or elsewhere, it is argued. Therefore, as Johnson has done directly with copper, aluminum and wheat—and by attempted persuasion for general commodity and labor cost increases—as much pressure was applied to the petroleum industry as possible.

Clair Stewart, president of Stewart-Morrison Ltd., a Toronto-based international industrial design firm, says improved designs are needed because people today are moving faster mentally and physically than they were 50 years ago.

"Fifty years ago a person had time to read an advertisement over thoroughly, but today when you are driving in a car at 75 miles an hour you just haven't the time to read the bill boards."

"The only way to overcome this is to display a good symbol representative of the product or service that people won't forget even if spotted on super highways."

Mr. Stewart's firm was responsible for the Air Canada, Canada Packers, the Great-West Life Assurance Co. and Breweries Warehousing designs.

The design for Air Canada incorporates composite of 19 different types of maple leaves attached to an open-end roundel.

REACTION WAS HARSH

The reaction from the independent American oil interests—those most opposed to Canadian and other imports—has

Events had led them to expect a little more of the market for themselves, although the mounting cost of war in Viet Nam and inflationary threat dimmed their hopes perhaps.

Canada was expected to export to the U.S. at the rate of 333,500 barrels daily in the last half of 1965 but these estimates are usually on the low side.

Canadian crude oil accounts for about 15 per cent of all U.S. imports—more than half delivered east of the Rockies in the Midwest and the rest in the Pacific Northwest.

Dec. 11 was 195,785 tons, a drop of 2.6 per cent from 190,695 tons in the previous week, the Dominion Bureau of Statistics reported Monday. Part of the decline was due to a walkout of employees at the Sydney, N.S., plant of Dominion Steel and Coal Corp. Steel production in the corresponding week last December was 176,006 tons.

OTTAWA (CP) — October's output of soft drinks was lower at 12,134,363 gallons compared to 12,798,705 in the same month of 1964, the Dominion Bureau of Statistics reported. However, January - October production rose to 152,742,316 gallons from 150,127,785 in the comparable period of last year.

OTTAWA (CP) — Producers shipments of asbestos increased in October to 27,192 tons from 23,799 tons in the same month a year ago. However, the Dominion Bureau of Statistics reported that January - October shipments dropped to 1,066,382 tons from 1,097,339 in the 1964 period.

OTTAWA (CP) — Steel ingot production in the week ended

CS Commission Adds Five Names For Recruitment

OTTAWA (CP) — The Civil Service Commission has announced appointment of five more senior officers to direct its revised recruitment and staff retention program.

The commission named four men to the \$19,000-a-year positions last week. The nine officers will be responsible for providing continuous staff service to all federal departments and agencies.

The new officers, their birth

places and former positions:

W. D. Speer, 50, Edmonton, head of recruitment for senior positions, industry department and head of one of the commission's recruiting programs;

G. R. Beaudry, 53, Montreal acting director of the commission's classification revision bureau;

T. G. Morry, 46, St. John's, Nfld., commission recruitment director for personnel administrators;

F. E. Anderson, 53, Ottawa, director general of finance, Canadian forces headquarters;

D. L. McGivern, 50, Saint John, N.B., the commission's chief of district operations.

WIFE-KILLER HELD

TOKYO (AP) — Police reported Tuesday the arrest of a man who strangled his wife four months ago, encased her in cement, then tried to sell the story of his deed to a magazine. The police said Ryutaro Shoji, 30, confessed. Shoji was arrested after editors of the weekly magazine reported his tale to the police.

NOTICE

Rudi Dallenbach will be at the Old Town Hall, Kensington at 8:00 p.m. Wednesday, December 15, to discuss the formation of personal interest study groups. All interested are invited to attend. Meeting sponsored by the Kensington area Board of Trade.

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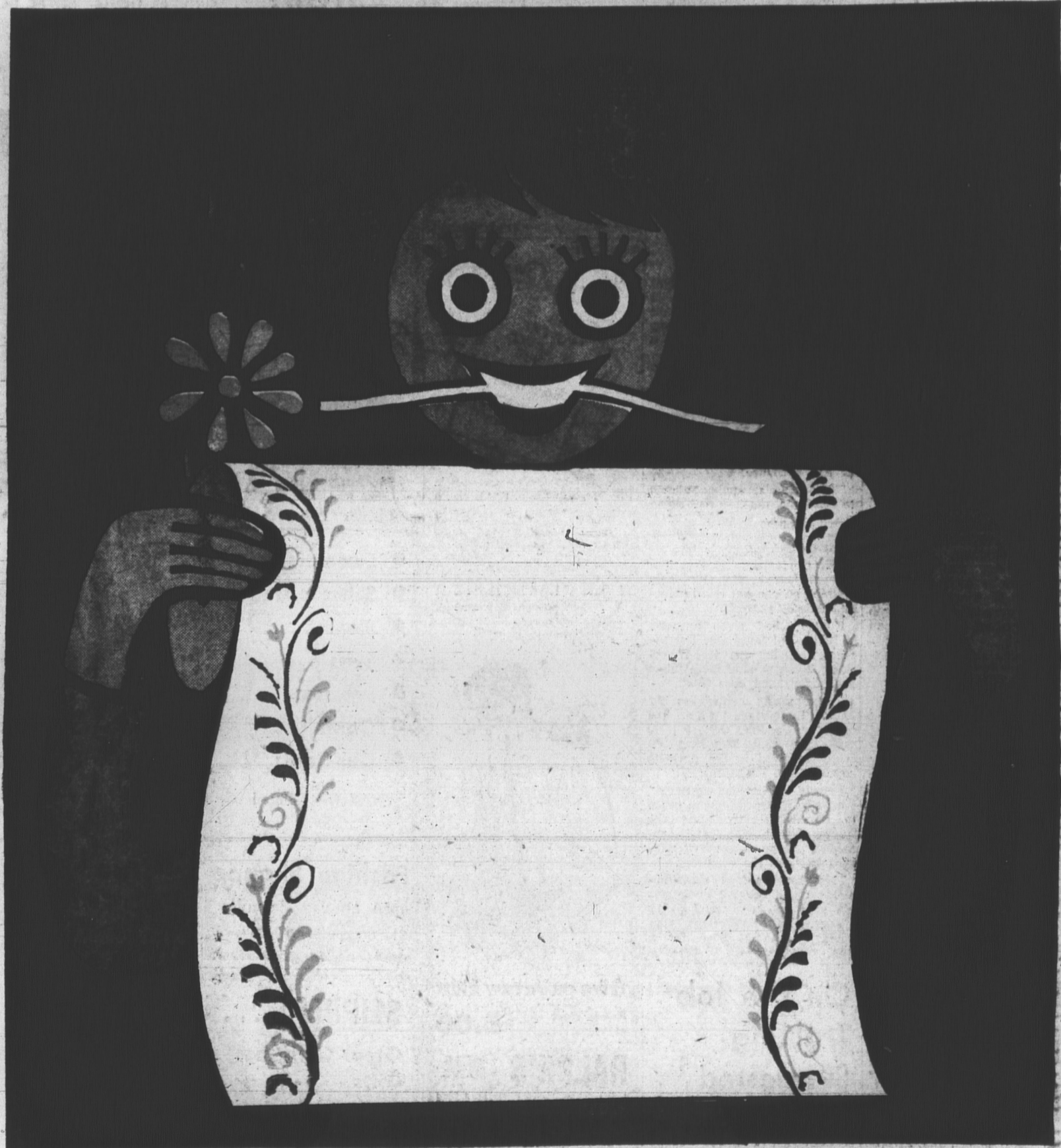
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