

Companies' Annual Reports Dressed Up To Sell Image

TORONTO (CP) — Annual company reports now are being dressed up in the most elegant attire that the haute couture of graphic design and color photography can produce. Company officials do not regard the annual report as just a drab presentation of statistics required by company law. On the contrary, they see it as a big yearly opportunity to sell the company's image to the public. As in any other sales campaign, the approach through annual reports can be big and bold, or subdued and genteel. Last year, for example, the covers of reports ranged from a black, velvety finish with golden letters, to fold-out impressionistic reproductions of the company's operations, to a simple print of a corporate symbol on a monochrome page. Inside, full-color reproductions of aspects of the business and colored graphs showing trends are laid out to attract the investor's eye. Again as in all sales campaigns, production of annual reports requires a lot of planning and a lot of money. While most companies are

loath to give cost figures on grounds that producing an annual report is a normal operating expense, Alcan Aluminium Ltd. says its 40-page report costs about 45 cents a copy. It prints 100,000 in English and 15,000 in French. Although companies are unanimous in saying their reports must keep up with public tastes created by the photography and graphics of modern magazines, they also point out that the reports must be continually im-

proved to match demands for more and more information about their operations and financial positions. A spokesman for Denison Mines Ltd. says its report is important to prospective investors as well as current shareholders. Since investors are interested not only in past performances but also in future prospects, Denison includes details of its exploration work, subsidiaries and general outlook.

EAST BALTIC

Mary M. McInnis, Red Point left to reside in Maine for the winter months with her sister and her family. Mrs. Margaret MacPhee, New York is residing with her sister Mrs. St. Clair Paquet, Souris. Mrs. MacPhee's host of friends are again happy to see and have her in their midst again as she was a former resident at North Lake prior to going to New York. Floyd MacLean, Kingsboro is

a patient in the Souris Hospital. Mrs. Floyd MacLean, Kingsboro and Mrs. Harold MacGregor, East Baltic, attended the day training course at the Girl Guide headquarters, 100 Upper Prince Street on Saturday, December 3. Mrs. Essie Stewart, Kingsboro, received medical care to her arm, having been bitten by a dog. Mrs. Elwood Ching, Red Point was hostess recently to the members of the World Wide Guild who met at her home.

CHRISTMAS GIFT GUIDE!

HE WENT TO MARKET

This little porker showed a definite reluctance to make the trip across the Halifax-Dartmouth bridge, but his reluctance was understandable — he was on a one-way trip to the Nova Scotia Abattoir. His

freedom was short-lived. Five minutes after he jumped from the back of a truck crossing the bridge, police moved in and rounded him up. (CP Wirephoto)

Canadians Take Major Step In Mobile Command Program

By BORIS MISKEW
ST. HUBERT, Que. (CP)—The Canadian armed forces have taken a major step in the streamlining of their Mobile Command which went into operation formally last April 1. Lt.-Gen. W. A. B. Anderson, commander of the Mobile Command whose headquarters are in this Montreal suburb, outlined the new structure at a press conference here.

Gen. Anderson said steps will begin immediately to give the mobility, greater fire power and Command "increased mobility, greater fire power and a smaller administrative tail." The transition is scheduled for completion in the early 1970s. The new structure will include a tactical aviation group to be equipped with CF-5 close air support aircraft, fix-wing transport aircraft such as the Buffalo and reconnaissance, tactical and cargo helicopters.

Gen. Anderson said that this will give the ground forces a tactical air wing and that by 1970 the Mobile Command will have a well-trained force ready to send "anywhere in the world." The reorganization of the Mobile Command, the largest single command of the Canadian armed forces, is in line with the government's white paper on defense of March, 1964.

mand for the first time," said Gen. Anderson. The Canadian Infantry Brigade group, with headquarters at Gagetown, N.B., will continue as a mechanized unit prepared for general or limited warfare either as a reinforcement for the brigade in Germany or in support of other commitments. Both the German and the Gagetown groups will be equipped with 155-mm. self-propelled howitzers. The two Canadian Infantry Brigade groups with headquarters in Calgary and Petawawa, Ont., will be reorganized as air-transportable light brigades designed for a "broad range of potential missions," Gen. Anderson added.

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Drug Manufacturers Claim Good Job In Holding Prices

OTTAWA (CP) — Canada's manufacturers claimed they have done a better job than wholesalers and retailers at keeping their prices down.

In the price of raw materials and other supplies. "The median of 102 industry price indexes rose by 13.5 per cent between 1956 and September, 1966. By comparison, the consumer price index went up by 23 per cent during the same period."

It's because they're competitive at home and abroad, and they're willing to absorb higher costs, the Canadian Manufacturers' Association reported to the Senate-Commons committee on living costs.

PRODUCE 75 PER CENT
The association, which represents 6,300 manufacturers making up three-quarters of Canada's production, appeared as the committee entered the last phase of its study of food prices.

A manufacturer's price doesn't fluctuate violently from month to month, said the association brief.

After Christmas, the committee takes on costs and prices in other sectors of the economy. Vigorously defending profits as incentives for risk-taking and a source of security for the worker, the association said it has been "all too convenient to the rising prices and rising profits together and thus identify the 'villain'."

Through their profits and losses, manufacturing firms tend to smooth out sudden shifts

The brief advocated keeping the manufacturing level as free as possible from "incremental costs" such as sales taxes. Higher prices at this level pyramid into substantially higher prices to the final purchaser.

Nfld. Trees Go To Viet Nam

GANDER, Nfld. (CP)—Newfoundland Christmas trees will brighten the barracks of American and Allied servicemen in South Viet Nam this year.

Two Pan American world airways DC-6B jets, due to be ferried to Viet Nam for probable use as troop carriers, are due here later this week to pick up 400 of the evergreens en route.

That argument, the brief added, applies as well to "labor settlements beyond what the economy can afford."

A Pan-Am spokesman said the two aircraft were slated to fly empty across Europe to Viet Nam, so the company checked to see what the servicemen would like most for Christmas. The answer was Christmas trees.

REDS GETTING AID
BANGKOK, Thailand (AP)—Deputy Prime Minister Prapras Charausathien said Wednesday unidentified helicopters are flying men, weapons and ammunition into Thailand's northeast in support of the Communist terrorists operating in the area. He said the flights show that the terrorists have the support of foreign powers which he did not name.

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