

plicity is only one of its virtues. Sial is lightweight, but one may put it in the dishwasher, the oven or the freezer. It is made of a special mixture—75 per cent porcelain and 25 per cent stoneware—and is fired only once, at 2,400°F. It is produced on an assembly line, but it looks handcrafted.

Textured with a salt glazing, the pieces are slightly oval and made only in natural colours—off-white, brown, green and grey—accented by an earthy burnt orange. Gaétan Beaudin, one of the three Quebec potters who started the company, designed them. Sixty-five artisans produce them, using equipment invented for the job.

A 45-piece set of Sial costs \$218.50 in the US, and decanters, wine goblets and other pieces may be bought separately. For more information, contact Sial Ltd., 2860, boulevard Le Corbusier, Ville de Laval, Québec, H7L 3S1.



Toronto designs the image to match the business. The price depends on the scope. Diversified companies pay more because more items will carry the logo, and each one presents its own challenge. Designs cost from \$5,000 to \$250,000. The company is at 1300 Yonge St., Toronto, Ontario, M4T 1X3.

and emits no pollutants at all. It has a welded, tubular-steel frame, standard running gear, coil springs in front, leaf springs in back, shock absorbers, radial tires, hydraulic brakes, four-wheel drive and very little else. It needs no muffler, tailpipe or catalytic converter; nor does it need a radiator (or anti-freeze), carburetor, air or oil filter, spark plug or point. The specially designed car carries a 1,000-pound, 72-volt battery pack. An auxillary 12-volt battery takes care of the lights, horn and windshield wiper. The batteries are stored under the hood, with the spare tire, the luggage space and the heater-defroster.

An overnight recharging on regular house current supplies

Rolling off a Logo

If the medium is the message, the logo can be critical, particularly in a bilingual country. Stewart and Morrison, Ltd., of

Marathon Winner

The Marathon 300 is a spiffy little fibreglass, two-seater, electric car, which tootles along at 35 miles per hour, mouse-quiet and whistle-slick.

Since it is electric, it only costs three cents a mile to run

- 1 TransCanada PipeLines Ltd.
- 2 Bank of Montreal
- 3 Air Canada
- 4 Air Jamaica (1968) Ltd.

- 5 CTV Television Network Ltd.
- 6 J. H. Crang & Co. Ltd. Investment Brokers
- 7 The International Nickel Co. of Canada, Ltd.

- 8 Metropolitan Toronto Zoological Society
- 9 The Manufacturers Life Insurance Co.

- 10 Montreal Expos Baseball Club
- 11 Ontario Government Exhibition Expo '67, Montreal

