

### Banking and art mixture

A Rodin sculpture once seized by Hitler has been on view from August 29 in the lobby of the Bank Canadian National building in Montreal, through the co-operation of The Montreal Museum of Fine Arts.

Louis Hébert, president and chairman of the BCN, and Dr. Sean B. Murphy, president of the Museum, said in a joint statement, that the exhibition of *La Défense nationale* "provides tangible evidence that the Museum does not limit its activity to a single building and that the BCN does not restrict itself to the business of banking but is equally alert to the human and cultural values of life".



*La Défense nationale*

The 44-inch bronze, purchased by the Museum in 1961, shows a winged female figure with outstretched arms supporting a dying nude soldier. His left hand holds a dagger.

Mr. Hébert and Dr. Murphy said the presentation of the work came at an historic moment in the life of each of the institutions, since the Museum, which has served the community for 114 years, is now doubling its exhibi-

tion space at a cost of \$6 million and the BCN is marking its centenary this year.

Auguste Rodin (1841-1917) designed *La Défense nationale* as a study for a commemorative monument dedicated to the War of 1870. That year he entered the work under the title *Le Génie de la Guerre* in a competition held by the French Government, but was unsuccessful probably because contemporary opinion considered the work too emotional.

The Dutch Government later commissioned Rodin's piece to be executed on a large scale to serve as a monument at Verdun after the battle of 1916.

The Museum's sculpture is one of the earliest casts of the work. When the Nazis overran Austria, it was confiscated by Hitler from Ferdinand Bloch-Bauer of Vienna. Bloch-Bauer fled to Switzerland and part of his collection was sent to the Neue Pinakothek in Munich. *La Défense nationale* was consigned to the museum of Linz, which Hitler planned to make the national gallery of the Reich.

Some of the paintings in the collection were believed to have been stored in the salt-mines of Bad-Ausee in Austria. After Bloch-Bauer died in Zurich in 1945, the collection, including *La Défense nationale*, was restored to his heirs in Canada.

The work is also known as *L'Appel aux armes*.

### Design award for Loblaws

Loblaws Limited, the pioneer of self-service grocery merchandising in Canada, received the 1974 National Design Council Chairman's Award of Excellence for Design Management, at the Canadian National Exhibition in Toronto on August 21.

The chain of supermarket stores was chosen for its outstanding and consistent design-management program which is reflected in retail stores through graphics, printed material, signs, uniforms, trucks, interior store design and brand packaging.

The Loblaws corporate design program and promotion for its 175 retail stores located in Ontario and Western Canada was undertaken in 1972 by Break Pain and Watt, a Toronto-based firm of planners and consultants in

corporate communications.

The success of the design program was so great that in 1973, BP&W was asked to extend the design-management program to two of Loblaws major American subsidiaries: Loblaws Inc., in Buffalo, New York with 149 stores; the National Tea Co., in Chicago, Illinois, and in the American mid-West, with a total of 559 stores.

The Loblaws story goes back to the nineteenth century, when T.P. Loblaws was born in 1872 on a farm in Simcoe County, Ontario. He was orphaned at 15 and moved to Toronto, where he became a grocery clerk.

A few years later he owned a grocery store and in 1919 he and his partner J. Milton Cork founded Loblaws Groceries Ltd. In 1924 Mr. Loblaws incorporated an American company in New York State under the name of Loblaws Groceries Inc. which had its headquarters in Buffalo. Four years later the American chain expanded to the Chicago Metropolitan market. At the time of his death in 1933 he was head of 107 supermarkets in Ontario and 90 in the U.S.

### CTS - 18 months to lift-off

The launch of the Communications Technology Satellite in late 1975 is now less than 18 months away. The pace of activity is quickening noticeably in the David Florida Laboratory of the Communications Research Centre, where scientists and engineers are swarming around components and subsystems of the CTS engineering model putting them through an exhaustive series of tests and checks. Assembly of the actual flight model should be well under way before year's end.

CTS, Canada's seventh satellite, will be 100 times more powerful than today's satellites. It is designed to test the technology and applications of a new generation of broadcasting satellites to meet the needs of the 1980s. The United States is sharing in the program by providing the launch, component and testing assistance and an advanced, super-efficient 200-watt travelling wave tube. The U.S. will also have half the time on the satellite during its expected two-year orbit life.