

Editorial Page

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Winnie the Pooh helps obtain media exposure

Last Thursday night, those fortunate enough to be listening to the Wintario radio broadcast learned (if they didn't already know) that the inspiration for the famous Winnie the Pooh stories originated in White River.

According to two spokesmen in the constantly applauding audience, a bear cub owned by a trapper was purchased by a soldier who was passing through White River on his way to fight the war in Europe. The soldier, upon his arrival in England, donated the cub to the London Zoo after he amazingly discovered it would be too much trouble to fight the enemy and feed a bear at the same time.

At any rate, the cub was brought to the zoo where it became a favourite attraction of one A.A. Milne and his son Christopher.

Alas, in time 'Christopher Robin' and 'Winnie the Pooh' (a.k.a. Pooh Bear) became a favourite pair to children around the world.

Where is our "Winnie the Pooh?" Surely, there must be legendary stories of animals and persons who have passed through or even lived here that contributed to Canadian or international folklore.

And more importantly, where is the Travelling Wintario Show and Magic Government Grant Dispensary? In between calling numbers and saying how much Wintario helped the II World Junior Championships in Athletics recently hosted by Sudbury, the hosts thanked White River's clerk-treasurer for helping them adjust to their surroundings.

How about it? Why not get the Wintario tractor trailers to stop in Terrace Bay or Schreiber and allow us to share our hospitality with the radio and television audience. The exposure would help greatly, and it would give the people who call this place home a chance to strut their



stuff for a while. Appropriate facilities should not pose a problem, and there is an almost guaranteed audience.

Heck, if they went crazy over a little Pooh in White River, it shouldn't be too hard to impress them.

Rise in cost of eggs ought to prepare us for future shelling of price increases

The Canadian Egg Marketing Agency announced on July 29 that the price paid to producers for Grade A large eggs in August will

increase six cents a dozen.

The Agency said that price increases are due to higher feed costs. The higher feed costs are the result of severe drought conditions in many regions of the country.

That means it's probably going to cost you more to break your "once-over-easys" at the breakfast table.

But what about lunch and supper? With Canadian and American farmers scratching their heads as often as they scratch the parched earth, it is undoubtedly only a matter of time before consumers start noticing comparatively large increases in the cost of many food items.

Whats in a name?...Not a lot.

For nearly two years I've been driving past a strange building on the way to work, trying to figure out what it was. It's one of those modern red-brick, bunker style monstrosities, big as a Mulroneys promise and radiating all the charm of a refrigerator carton. I figured once they bulldozed out the foundation and put in the structural steel, a big sign would go in saying what the building was for. Nope. The day I saw the roof going on, I said to myself "Aha. Now we'll find out who the tenants of the building are." Wrong again. It wasn't until the sod was laid and workman were painting stripes on the brand new parking lot that a plastic sign went up on the lawn. It reads SYNTEX. Swell. I'm no wiser than I was when the site belonged to woodchucks and dandelions.

I have no idea what SYNTEX is or does or makes and the name is altogether too boring for me to bother finding out. Remember when business names actually TOLD you what the business was about? general Motors made cars, Canadian National Railways ran

trains and Massey Ferguson Farm Machinery was where you went to buy a tractor. Even brands that were a little vague could be deciphered. "Esso" for instance. Esso comes from the letters S.O. which stood for Standard Oil--a name that let you know they were in the Black Goo business.

Nowadays the marketplace is fogged in with blurry, androgynous company names like BIODYNE, ALPHATRONIX, DUOYS and, well, SYNTEX. Can't tell if they're a business concern or a Liverpool punk fusion band.

Personally, I think computers are to blame. Most PC's limit the number of letters you can use to name a new file--eight is about the maximum. This makes it tough for somebody to create a file on say Agostino's Consolidated Tool and Die Incorporated. Which in turn explains how we end up with unfathomable and unpronounceable abominations like AGOTADI.

But there's some decidedly good news on the fuzzification front: the public isn't taking to the new computer spawned



Arthur Black

brand names.

As a matter of fact they hate 'em.

A San Francisco graphics consulting firm decided to take a survey last year and find out just what folks liked--and didn't like--in the way of brand names. The company dispatched interviewers with clipboards to shopping malls all across the continent. The clipboards contained 672 corporate brand names. More than a thousand people were buttonholed and cajoled into rating the brand names in terms of recognition and "likeability."

Surprise, surprise, the surveyors discovered that companies with names like Ford Motor, US Air and Remington Firearms--names that tell you what companies do--scored very high on people surveyed.

And what was on the bottom of the list? Dopey names. Meaningless, vague and unintelligible names. Names like Navistar, Primerica, Nynex and worst of all Allegis. Those names don't reveal anything about the companies and their products. Two years ago US Steel decided

to change it's nice, simple, straightforward name to the incomprehensible USX Corp. Survey result? People ranked the former name in the top fifty percent; the new name in the bottom five percent.

You wouldn't think businessmen would need to be told that consumers prefer clarity to obscurity in a brand name, but apparently they do. The chief executive of Landor and Associates, the company that conducted the brand name survey shakes his head and says. "You have to wonder if its managements ego or naivete or both. Why not link your name to your heritage, or a meaningful association, rather than picking those nonsensical names.

Of course the chief executive of Landor and Associates might know a bit more about that than most folks. His name is John Diefenbach--a name pretty close to one which, if memory serves, has a fair pinch of heritage and meaningful association on this side of the border.