

SECOND SECTION

## Steel Price Increase In U.S. Debated

CLEVELAND (AP) — Now that a labor contract has been signed in the American steel industry, steel users are wondering whether prices will be increased and producers are wondering whether they can increase them. Steel magazine says.

"Users know the new steel contract jacks up production costs," the metal-working weekly says.

"Producers are well aware that steel inventories are at a record high of around 28,000,000 or 29,000,000 tons and that importers are winning new customers—imports are running at a record rate equivalent to 10 per cent of U.S. production."

The magazine says the arrival of a buyers' market and greater competition from imports might keep any early price hike within the additional cost that mills will encounter in the first year of the contract.

Steel companies estimate the additional direct cost over the 35-month life of the contract will range from \$10 to \$16 a ton of finished steel, depending on product mix, the publication says.

### ESTIMATES COST RISE

"The 35-month package is estimated by the United Steelworkers of America to be worth 47.3 cents an hour," Steel says. "Only 16.2 cents of it is effective in the first year. The second-year cost is 17.6 cents an hour and the third-year cost is 13.5 cents."

The magazine says prices, not the labor contract's pattern, are worrying metal-working executives in small plants with contracts yet to be settled with the steelworkers union.

The steel production rate in the U.S. for the next few weeks will be determined by the extent to which steel users continue buying as a hedge against price increases. Steel says it adds that last week's output of 2,300,000 ingot tons—equivalent to an annual rate of 124,000,000 tons—was not a true measure of what to expect in weeks to come.

"Demand had not yet shaken down to conditions brought about by the new labor contract and the labor day holiday reduced operations."



POPE VISITS ANCIENT CATACOMB

Pope Paul VI lights a votive lamp during a visit Sunday to the Ardeatine Caves at the outskirts of Rome. He deplored the modern Christians in Communist lands "live in the authorities expained. At left is the Pope's chamberlain, Msgr. Mario Naselli Rocca of Cornigliano. (AP Wirephoto by cable from Rome).

## Students Union Is Informed Voting Changes Impossible

By BRENDA LARGE  
OTTAWA (CP)—Nelson Castonguay, chief electoral officer, told the Canadian Union of Students here nothing can be done to change a section of the Canada Elections Act which the union says will prevent several thousand students from voting Nov. 8.

The 138,000-member students union is up in arms over a technicality in the act which says university students who wish to vote away from home must be in residence at their universities when the election writs are issued.

The writs were issued Wednesday, when most students were not yet in residence. Registration in most Canadian universities is just getting underway.

The situation will prevent resident university students from voting unless they go home on election day. The union says this will be impossible for most of them, both financially and academically.

### PEARSON SORRY

Earlier Friday Prime Minister Pearson said he was "sorry about this technicality." He told a press conference the justice department has been asked to find out whether any way can be found to prevent the students involved from losing their vote.

But Mr. Castonguay told an interviewer: "This section is contained in a statute of Parliament. Only Parliament can change it and Parliament has been dissolved."

The chief electoral officer said the first such section was inserted in the act in 1938 to give university students the right to vote while in residence.

"Before then, they had to vote in their home constituency or not at all."

When the students first got the dual voting right, they had to be in the university constituency for a least seven of the 12 months before the election writs were issued.

In 1948, the section was amended to its present form so that students could vote in the university constituency as long as they were resident there at the time the election writs were issued.

The current difficulty has never arisen before because elections since 1938 have always been called at a time when students were in residence.

The union, in a telegram to Mr. Castonguay Friday, said strict application of the act would contravene its spirit and intent.

### STUDENTS OBJECT

It asked the electoral officer to reconsider his interpretation of the act and "devise appropriate procedures to overcome this highly objectionable situation."

The vice-president of the union, Richard Good, said all possible pressure would be brought to bear to have the section changed.

He said the students union has asked its legal advisors to consider the situation, and is also canvassing its members in 45 universities to find out exactly how many students will be affected.

"We have no idea how many members will not be able to vote, but we're pretty sure it will run into the thousands." Some sources placed the number of resident students who won't be able to vote at eight or ten thousand.

## L. E. Shaw Ltd. Buys Nfld. Plant

ST. JOHN'S, Nfld. (CP)—L. E. Shaw Ltd. of Halifax has purchased the brick-manufacturing facilities of C. and M. Pelly Ltd. near Clarendville, Nfld., it was announced here.

The Shaw firm said it plans to double the plant's annual capacity to 4,000,000 bricks and this would be increased to 8,000,000 in five years. The present workforce of 50 also is expected to be doubled.



VETERAN SHOTS LARGE HAWK

Harry Dawson of Sea Cow Pond is shown showing a large hawk he shot at his home one day last week. Mr. Dawson, who admits he hasn't fired a gun in 30 years and who is well over 80 years of age, was forced into action when the hawk killed two of his hens One shot was used on the bird, which had been seen in the area during the past week.

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## Social Crediters In Quebec Said Quitting Party

MONTREAL (CP) — Published reports here say that none of the five Social Credit members in Quebec province will be run under that party's banner in the Nov. 8 elections.

The reports appear in Le Devoir and La Presse. Montreal dailies.

Le Devoir quotes Guy Marcoux, Social Credit member for

Montmorency and the party's Quebec Chief, saying he will announce next week that he will be a candidate again.

"As an independent?" he was asked.

"Certainly Not as a Thomsonie," he is quoted as saying.

Mr. Marcoux is quoted by Le Devoir as saying the other four Quebec Social Credit members will also leave the party.

The other Social Credit members in Quebec are Jean-Louis Frenette (Portneuf), Gerard Chapdelaine (Sherbrooke), Marcel Lessard (Lac-St. Jean) and Maurice Cote (Chicoutimi).

## Professional 'Image-Makers' Back In Force For Election

OTTAWA (CP)—The professional image-makers, a fixture in Canadian politics, are back in force for the Nov. 8 election. Liberals, Conservatives and the New Democrats will all use advertising agencies to help put their policies across. Social Credit and the Quebec-based Creditistes are considering their use.

Both big and little names in the advertising field will share in the bonanza as the parties untie the purse strings to woo the voter.

Dunsky Advertising of Montreal, hired by the NDP, has a total staff of seven. At the national level, the Liberals have MacLaren Advertising of Toronto, the biggest agency in Canada.

The Conservatives have no agency at the federal level. Their agencies are hired by the provincial campaign organizations.

Last time out, these included Dalton K. Camp Associates, McKim Advertising and the F. H. Hayhurst Co. Others on the list were Burns Advertising of Montreal and O'Brien Advertising of Vancouver.

Election budgets — and the agency share — are the kind of things that are not made public. It's a touchy subject with party officials. Nobody wants to be accused of spending more than the other fellow.

However, there is a lot of money to share. Informed opinion here estimates the total five-party election outlay at around \$27,000,000. This is double — and in addition to — the amount it will cost the federal treasury to stage the election.

GET COMMISSIONS

How much the agencies will get is anybody's guess. Party officials are quick to point out a good part of agency income comes not from the party, but from commissions on party ads they place in newspapers and on radio and television. The 15-per-cent commission is deducted from the cost of the ad.

Keith Davey, the national Liberal organizer, says his party will spend less on advertising this time than in 1963. Several agencies will share in the advertising dollar.

Each of the federal party's provincial organizations will have its own agency. However, in most cases this will also be MacLaren's, the federal choice.

Who runs the campaign — the agency or the party?

"The party runs everything," Mr. Davey told an interviewer. "MacLaren's really doesn't run anything. The political decisions are made by the party. All advertising decisions are ratified by the party. Everything the agency does is checked."

However, so-called "media decisions" — where and how to place ads — are largely up to the agency, he said. The agency makes recommendations and the party generally follows its professional judgment.

MacLaren's, Mr. Davey said, does no speech-writing and no research. The Liberals picked up MacLaren's after their 1958 election defeat. Cockfield-Brown was dropped.

Mr. Davey said the MacLaren's association has "been a happy one for us."

USE REGIONAL AGENCIES

Richard Thrasler, Conservative national director, said his party used advertising agencies on a national level in the 1962 vote, but decentralized for 1963.

The party will follow the 1963 pattern this time with all advertising being done on a regional basis. The party has the final say in the ad.

"We know what we want in

an ad," he said. "The advertising agency may decorate it to make it more attractive."

Terry Grier, the NDP secretary, said the New Democrats hired Dunsky Advertising at the first of the year.

"We were impressed with their ideas," he said. The agency and the NDP will have a closer working relationship than the party had with agencies in the last two campaigns.

"We appreciate that if you are going into media advertising in any degree you must have advice from professionals."

Mr. Grier said the Dunsky role will be primarily dealing with communications media. They write no speeches and decide no strategy.

In the last election, Social Credit used a Toronto firm, Public and Industrial Relations, to help develop their advertising program.

Their Quebec branch, headed then by Real Coouette, had their own agency to place television and radio ads in 1963.

In a post-election split most Quebec members of the Social Credit party followed Mr. Coouette into the Creditiste group. A spokesman said they hope to hire an agency again this time.

### Communists To Run 16

TORONTO (CP)—The Canadian Communist party has announced that it will have 16 candidates in the Nov. 8 federal election.

Five will run in Ontario, four in British Columbia, two each in Quebec, Saskatchewan and Alberta and one in Manitoba.

In the 1963 federal election the party's 10 candidates all lost their \$200 deposits, falling in each case to win half as many votes as the winning candidate.

### PLAN PROTECT BEARS

FAIRBANKS, Alaska (AP)—Scientists of the United States, the Soviet Union, Canada, Norway and Denmark have decided that polar bears are an international resource and must be protected. Concluding a conference held to consider the bears future, they decided each nation should conduct a research program on the animals within their territory and adjacent international waters.

## Russians Reject Launch Invitation

WASHINGTON (AP)—Russia has turned down an invitation to send an observer to the launching of the two-man spacecraft Gemini 6 from Cape Kennedy, Fla., next month, the White House has announced.

Press secretary Bill Moyers said President Johnson "regrets the Russians have not been able to accept the invitation."

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### Attention Potato Shippers

Some of the new regulations under the Canada Agricultural Products Standards Act, effective September 15, 1965 as applied to potatoes and turnips:

1. Inspection fees raised from \$4.00 to \$5.00 per carload.
2. New Act calls for new bags for potatoes.
3. All potatoes for export to off-shore points in 100 pound bags require 10 oz. jute.
4. In future table potatoes 10 oz. jute in diameter not saleable.
5. Turnips under the new Act will be called Rutabagas. The name turnip can be used on tags and bags until Dec. 31st in order to dispose of present stocks on hand.

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