

Cartoons For Ads On TV Prove Profitable Venture

By VERN LACKY

VANCOUVER (CP) — Gordon Reid decided last year that the intelligence of the public is being insulted by television commercials.

So the television station manager started producing animated cartoon commercials designed to entertain rather than irritate as they deliver their sales pitch.

His station KVOS-TV (B.C.) Ltd. invested \$60,000, hired 34 more staff and established Canavest Film Productions. The television station is U.S.-owned and located in Bellingham, Wash., 40 miles south of here while Canavest is classified as a Canadian company.

The highest among six other submissions presented Wednesday, and the second highest minimum wage recommended to the board during its sittings in 12 provincial centres.

A committee set up by Halifax Mayor Charles Vaughan Tuesday suggested an hourly rate of \$1.43 based on needs and obligations of a family of four.

located here KVOS beams for B.C. markets.

Twelve profitable months and dozens of cartoons later, Canavest has customers across Canada and in the U.S. Pacific Northwest.

Mr. Reid says he decided to produce the cartoon commercials after he realized that even he, the station manager, was sick of some commercials.

NO ORIGINALITY
"They just didn't give the public credit for any intelligence . . . there was no originality."

On the drawing board at Canavest now is an advertisement for hunting licences on sale at Alberta treasury branch offices.

The scene is a bank with dozens of people scurrying across the floor.

Suddenly a moose gallops past the wickets chased by a hunter.

No one in the bank seems surprised.

Moose and hunter return across the screen and a bank employee casually asks the

hunter whether he has a hunting licence.
Hunter and hunter comes to a screeching halt. The hunter buys a licence and away they go again.

The commercial ends with the sound of a shot.

Depending on the time and talent involved, cartoons such as this cost from \$2,000 to \$3,000.

Production of the cartoons is a full-time job for four cartoonists. One minute of film time requires 1,440 to 2,880 separate drawings, says cartoon production manager Tom Ashdown.

Mr. Ashdown says his men are so good that each can sketch one cartoon character and all four sketches look identical.

10 Women In U.S. House; 2 In Senate

WASHINGTON (AP)—A veteran congressman was defeated and a Hawaiian newcomer was added to the feminine contingent of the new 89th Congress.

As a result of Tuesday's U.S. elections, there will be a total of 10 women in the House of Representatives, plus the two

incumbents in the Senate—the trail stood on the rim of a New Guinea. Police said he lost his balance and fell. A woman friend who was with him raced to the nearest village for help. Police, some wearing masks for protection against sulphur fumes, took nearly 24 hours to recover the body.

The biggest upset among 21 women who ran for Congress seats was the defeat of Mrs. Katharine S. George, 66-year-old Republican from Tuselo, N.Y., who had been in the House since 1946 and was a member of the powerful rules committee.

The major victory was the election of the first woman from the newest state—Hawaii—Mrs. Patsy Takemoto Mink, a 37-year-old lawyer. She is the only newcomer to join the ranks of women in Congress.

Altogether, nine other incumbent congresswomen won reelection, five of the Democrats and four Republicans. Among them was the death of Mrs. Frances P. Bolton, Ohio Republican who came to the House in 1940 and is the top-ranking Republican member of the foreign affairs committee.

Eight other women running for the House and two for the Senate went down to defeat.

Man Dies In Volcano

PORT MORESBY, New Guinea (AP)—A 24-year-old Aus-



WORK ON DRAGGER AT GEORGETOWN

The dragger Gulf Gallant seen here is one of three which have arrived in Georgetown from Bathurst, N.B. for completion by Bathurst Industries Ltd. One is nearing com-

pletion and the other two will be finished in the near future. The company has orders for several boats at present and preparations are being made to fill the orders. The mayors

Seal Hunting Rules Released

OTTAWA (CP) — Fisheries Minister Rocheau has announced strict new regulations aimed at conserving seal stocks and ensuring humane killing methods.

He told the Commons that to police the new regulations fisheries department patrols will be stepped up and representatives of humane societies will be invited to observe the sealing methods during the next seal hunting season.

After a trial during the 1965 season, representatives of the industry and the humane societies will be asked to meet to see whether changes are needed to the new regulations.

Among the provisions of the new regulations:

1. All vessels over 30 feet, all aircraft used in seal hunting and all individual hunters will be licensed.
2. The sealing season will be shortened in the St. Lawrence Gulf and nearby areas. He gave no details.
3. To protect female seals, killing of adult seals in breeding grounds will be banned.
4. All the seals killed in one day must either be landed or placed aboard the sealing ship.
5. A limit of 50,000 seals will be placed on the number of young seals which may be killed.
6. Clubs used in killing young seals must be long and heavy enough to kill at one blow. Skinning will be allowed only after death.
7. No hooks may be used to catch young seals.

DENIES REPORTS

Mr. Rocheau said reports of inhumane killing and skin-

ning methods have been exaggerated in some aspects and he denied one report that in two years the seal stock has been reduced from 20,000,000 to 1,000,000.

He said departmental scientists estimate that in the last 10 years the seal stocks have been reduced from 2,000,000 to 1,250,000.

Mr. Rocheau said reports of live skinning of young seals are "completely without basis."

He said he believes the new regulations will go a long way to reducing inhumane practices and waste.

Opposition Leader Diefenbaker welcomed the new regulations but said Mr. Rocheau should not have criticized newspapers for giving publicity to gross cruelty in the interests of promoting more humane sealing practices. This represented the beneficial effects that could be achieved when public opinion is aroused.

N.S. Wage Rate Is Recommended

HALIFAX (CP) — The Nova Scotia Labor Federation (NSLF) has recommended a single minimum hourly wage rate of \$1.55 for both men and women in all parts of the province.

The recommendation was made in the federation's brief to the provincial minimum wage board during the second day of its hearing here.

The suggested hourly rate was a tour of the shipyard on Wednesday.

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LAST TWO DAY ANNUAL

GOODWILL SALE

HERE ARE EIGHT TERRIFIC GOODWILL SPECIALS

BROOMS

- 5 string
- Smooth finished wood handle
- Strongly bound

Regular 1.29

77¢

ARBORITE

- Resists grease, oil and cigarette burns
- Easy to clean
- For counter tops, walls and furniture
- Large assortment of colors
- 4' x 8' sheets

Regular 21.95

15.47

GIRLS' LINED SLIMS

- 7-14 years
- Red, black, blue, gold, brown, green
- Kasha lined corduroy
- Half boxer slim fitting
- Elasticized waist

Regular 2.98

1.97

CARDIGANS

- 14-16-18-20
- All fall shades
- Purrlon
- Classic button to neck

Regular 3.98

2.67

CIGARETTES

- All your favourite brands
- Limit 2 cartons per customer

Regular 3.89

3.57

HERITAGE PILLOW CASES

- Fine quality imported cotton
- Bleached snowy white
- Guaranteed long wearing
- Size about 42 x 36"

Regular 1.19

77¢

MEN'S THERMAL COMBINATIONS

- Thermal knit to trap heat in and out
- Full button front with long or short sleeves
- Security quality
- Sizes 36-44

Regular 4.98

2.97

MEN'S ZIPPER OVERSHOES

- Men's light weight zipper overshoes
- Full bellows tongues
- Keeps out slush and snow
- Net lining treated soles and heels
- Sizes 1-11
- Black

3.27

STORE HOURS :

	Charlottetown Store Monday thru Thursday 8:30-5:30 Friday 8:30-9:30 Saturday 8:30-5:00	Summerside Store Monday thru Thursday 8:30-5:00 Friday 8:30-9:00 Saturday 12:00 Noon
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WEEK-END SPECIALS

SKI JACKETS

In black and blue. Sizes 34-42.

Reg. 12.95

NOW ONLY

8.95

BORG LINED JACKETS

In Gahardine and Poplin. black with red lining.

Reg. to 19.50

14.95

PANTS

Tapered leg, wool and viscose blend in black, charcoal and olive. Sizes 28-36. Reg. to 12.55

8.95

HAMBLY & INNIS

Gt. George St. Ch'town

CLIP THIS CARD!

WIN

\$100.- \$500.

OR **\$1000.**

MATCH NUMBERS ON CARD WITH NUMBERS ON REVERSE OF TAPES!

FIVE IN A ROW WINS BIG CASH!

FREE PLAYING CARD

CARD NO. 27 VALID TO Sat. Nov. 14

DOMINION

FIVE-O

Play Numbers on Reverse of FREE Dominion Register Tapes

85	15	40	89	84
51	43	88	31	5
99	93	97	9	2
23	86	25	63	60
17	21	77	87	92

Facsimile of this Card Acceptable—All Cards Displayed at Dominion

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