

## Report filed by Dan Leger in 1983

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### NEW BUDGET

BY DAN LEGER

ST. JOHN'S, Nfld. (CP) -- DAVE (SNUFFY) JACKSON SAYS HE ISN'T TRYING TO FIRE NATIONALIST PASSIONS WITH HIS REPUBLIC OF NEWFOUNDLAND T-SHIRT; HE JUST WANTS TO SHARE LOCAL PRIDE AND MAKE A FEW DOLLARS WHILE HE'S AT IT.

JACKSON, 33, IS A TRANSPLANTED TEXAN WHO RUNS THE TINY MARBOUR CITY GENERAL STORE ON THE BORDER OF THE WAR MEMORIAL IN DOWNTOWN ST. JOHN'S. HE SELLS T-SHIRTS AND BADGES WITH HIS ORIGINAL DESIGNS, INDUL BATIK WORK AND POSTERS FOR LOCAL BUSINESSES AND ARTS GROUPS.

HIS LATEST CREATION, WHICH GOES ON SALE NEXT WEEK, FEATURES THE OLD NATIONALIST FLAG OF NEWFOUNDLAND WITH THE LOGO REPUBLIC OF NEWFOUNDLAND LETTERED IN A CIRCLE AROUND IT.

THE FLAG, A TRICOLOR WITH VERTICAL BARS OF PINK, WHITE AND GREEN, FIRST APPEARED IN 1843 AND SYMBOLIZED NEWFOUNDLAND NATIONALISM. IN RECENT YEARS, IT'S BEEN FLOWN MORE OUT OF NOSTALGIA FOR THE DAYS WHEN CANADA'S NEWEST PROVINCE WAS AN OLD AND INDEPENDENT DOMINION.

### MAKES STATEMENT

WHEN THE NEWFOUNDLAND GOVERNMENT DECIDED THE PROVINCE NEEDED A FLAG OF ITS OWN TO REPLACE THE UNION JACK, THE REPUBLICAN TRICOLOR WAS THE POPULAR CHOICE. BUT A DESIGN BY ARTIST CHRISTOPHER PRATT WAS CHOSEN AND ON JUNE 24, 1980, THE PRESENT MULTI-COLORED FLAG BECAME THE OFFICIAL EMBLEM.

JACKSON, WHO RETAINS A DALLAS DRAWL DESPITE SEVERAL YEARS IN NEWFOUNDLAND, SAYS ENFLAMING POLITICAL PASSIONS WAS THE LAST THING HE HAD IN MIND WHEN DESIGNING THE SHIRT.

"THIS SHIRT SAYS THAT PEOPLE HERE WERE BORN NEWFOUNDLANDERS AND THEY WILL DIE NEWFOUNDLANDERS AND THAT'S ALL THEY'LL EVER BE. IT'S JUST A STATEMENT PEOPLE CAN WEAR THAT SAYS 'WE'RE NEWFOUNDLANDERS AND PROUD OF IT.'"

TEXAS ITSELF WAS A REPUBLIC FROM 1836-1845 BEFORE BECOMING PART OF THE U.S., AND JACKSON SAYS HE CAN DETECT ECHOES OF HIS HOME STATE IN NEWFOUNDLANDERS.

"TEXAS IS SIMILAR IN PSYCHE TO NEWFOUNDLAND. THE PEOPLE ARE FRIENDLY AND PROUD."

### FEATURES SLOGANS

BUT HE RESOLUTELY AVOIDS POLITICS AND SAYS THE REGIONALISM CANADIANS DISPLAY IS HARD TO UNDERSTAND. "PEOPLE ARE A HELL OF A LOT MORE SENSITIVE HERE THAN THEY NEED TO BE," HE SAYS.

JACKSON, WHO KEEPS HIS ROOTS HEALTHY BY PLAYING IN A COUNTRY BAND CALLED THE MISERY BROTHERS, HAS HIGH HOPES FOR HIS T-SHIRT COMPANY. HE SAYS THE SHIRTS ARE CANADIAN-MADE, HAVE THEIR DESIGNS SILK-SCREENED INTO THE MATERIAL AND ARE ALL ORIGINAL CREATIONS.

THE MOST POPULAR SHIRTS FEATURE SUCH SLOGANS AS FOG OFF AND ONWARD THRU THE FOG! AND HE DOES THE OCCASIONAL CURRENT-EVENTS T-SHIRT. ONE LAST FALL HAD A SLEEVE CUT OFF TO GO WITH THE PROVINCIAL GOVERNMENT'S DECISION TO CUT SERVICES AND RAISE THE SALES TAX TO 12 PER CENT.

ANOTHER IS THE HIBERNIA MONEY SHIRT, WHICH HAS A SMALL POCKET LABELLED NEWFOUNDLAND AND A LARGE POCKET LABELLED FEDERAL GOVERNMENT.

FOR JACKSON, IT'S A LIVING AND ITS FUN. HE SAYS NEWFOUNDLANDERS "ARE THE MOST JOYFUL PEOPLE I'VE EVER KNOWN" AND HIS SHIRTS ARE ONE WAY TO CELEBRATE THEM.