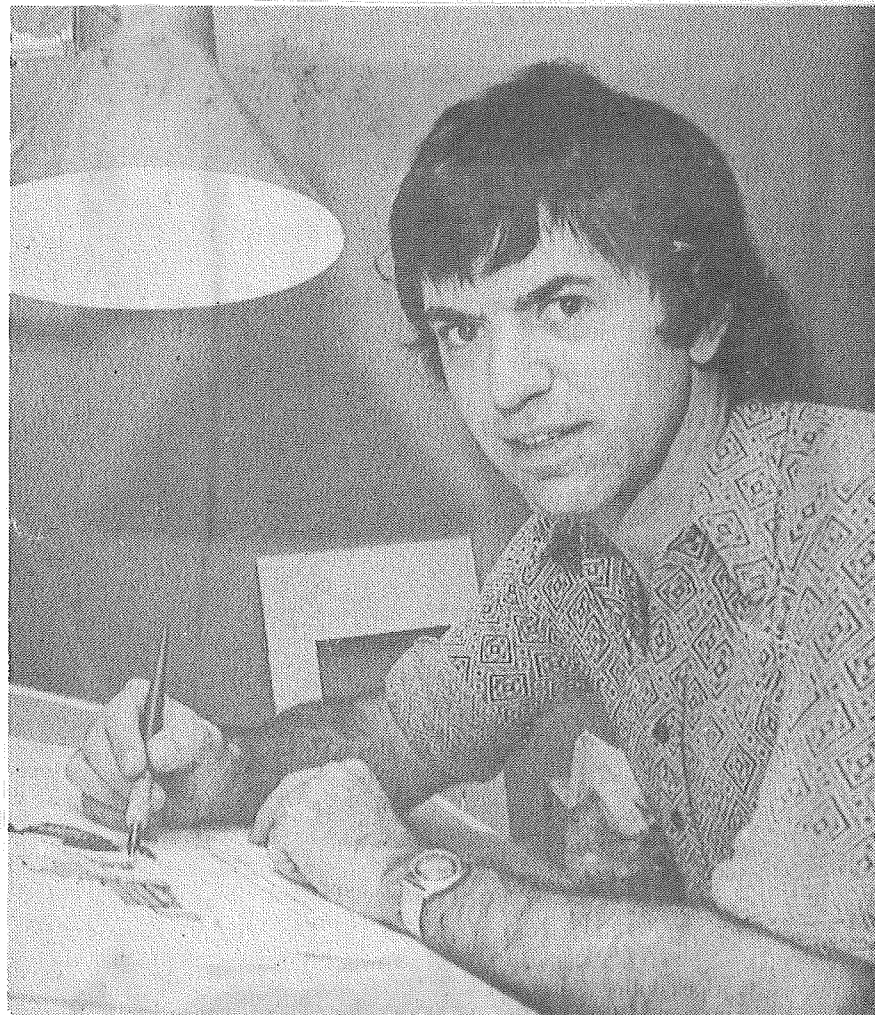


Jim's making Herman famous in the U.S.A.



Jim Unger, of Mississauga, has a new cartoon panel premiering Nov. 5 in at least 12 major United States daily newspapers. He plans, however, to remain here and keep his studio in his home on Consort Cres.

Mississauga cartoonist Jim Unger deals with a nagging problem.

As a professional, he must somehow use pen and paper and portray an image that will make people laugh.

Jim's cartoon column, Herman, has just been picked up by one of the biggest newspaper syndicates in the United States Universal Press.

Starting Nov. 4 his cartoon panel will be appearing in such noted newspapers as the Philadelphia Bulletin, Birmingham News, New Orleans Post, Chicago Tribune, Detroit News, Orlando Star, New York Daily News, St. Petersburg Star, Baltimore News, Washington Star, Fort Lauderdale News and Tulsa Tribune.

There will probably be more newspapers added to that list by the time

the column starts to run but it's doubtful that one of those newspapers will be Canadian.

Jim, like many Canadians before him has found he must go out of this country in order to be a success.

"You know I sent a bunch of cartoons to The Toronto Star last year and they told me they already had too many cartoons as it was."

"So I sent some to Universal Press and they sent me back a 10-year contract."

"It's strange that a Canadian newspaper will now have to buy my panel from a U.S. company if they want to use it, but it seems you have to be successful outside Canada before you become a success inside the country," he said.

Despite what now appears to be imi-

ment fame and fortune, Jim Unger remains the antithesis of the corporate cartoonist with batteries of writers.

His office is the front room of his home on Consort Cres. His log of gag ideas is carried in his mind, not in files on top of files.

In fact, Jim Unger is not the stereotype cartoonist who normally comes to mind. He wasn't a child prodigy; he wasn't immediately recognized as a great talent; he never attended any special schools.

"I mean I never thought I was going to be a cartoonist."

"Sure, I always seemed to be drawing but I never thought about capitalizing on it."

When he was in public school he used to draw cartoons "of old ladies with big noses and give it to them for Christ-

mas".

Not a doodler by any stretch of the imagination, Jim was a driving instructor, a London harbor policeman, an insurance salesman, and just a free spirit packing up one day and heading off to Greece with a girl friend.

He says he doubts he did more than 100 cartoons before he was 24-years old.

"There was one thing, though, that might be important now that I'm on the subject of my youth.

"It was a one shot deal, to be sure, but I drew a cartoon when I was 16 and sent it to Punch. That's the top comic magazine in England.

"I got back a two-page, hand-written letter. It wasn't a rejection but

in it the editor told me to keep trying and working and I think that might have given me the spark to keep going."

At the age of 30, Jim Unger decided he'd had enough of England and he came to visit then stay with his sister in Ottawa.

"It was 1968 and I was doing ad layouts for the Ottawa Clarion and I managed to sell three or four cartoons.

"I wasn't a cartoonist yet but I had started to sell."

In 1971 Jim came to Mississauga and joined the staff of The Mississauga Times. He went on to win several newspaper awards for outstanding cartoon work.

His association with the newspaper terminated this summer when he landed the contract with Universal Press Syndicate.

Jim says he can now devote himself to the job ahead of him.

"My one aim in life is to make people laugh.

"When I think of something funny, or see something funny, I'll keep it in my mind and store it.

"I must have a strange sense of humor because I see something funny in almost everything.

"For instance, I was in the super-

market today and I saw a woman walking along loading a shopping cart her husband was pushing.

"He comes along behind putting the stuff back on the shelf just as fast as she can put it in.

"Now that's funny.

"You see it's things like that, a movement is enough. A facial expression can say everything."

Jim's trademark, his style, is typified by an economy of line. There isn't a lot of props to help the idea along.

"That's quite right.

"If I think something is funny I want just enough drawing to get the idea across.

"For instance, with a gag on a golf course, you don't show fairways and sand traps. A flag at the hole is enough.

"Some cartoonists fill the entire panel and some, like McPherson, are tremendous but it's not for me.

"It doesn't take a lot to produce a feeling.

"I'm into facial expressions. You see a lot of that in my work.

"You can take simplicity of design to the ultimate, I suppose, which would be a straight black line that everyone will laugh at."

Cartooning is, to Jim, a field that now seems to keep expanding in front of him.

"It's strange to take a pen and start to draw. Each one is so new and different.

"It's like walking out across fresh snow. There are no marks there and you are the first to make them.

"Here's something I've found interesting.

"Old women, I draw them ugly, I mean really ugly and they are funny.

"But for some reason you never see a funny cartoon with a young chick in it.

"I don't mean the playboy kind of stuff, but a cartoon in a newspaper just doesn't appear with a girl in it.