

it this thrilling turkey program."

Shaw is hoping to build on the success of its previous much-loved holiday hit—a fire log.

The crackle and hiss of a flaming log was introduced to audiences in Edmonton during the 1986 Christmas season. Hours of footage of a blazing hearth was interrupted from time to time by an arm, which would reach in to stoke the fire or change the charred piece of wood. The arm, of course, went on to become the star of the show.

The fire log video spread like wildfire across the country. It then spawned knockoffs. And, cult-like following.

When the local Shaw station in Victoria wrapped up nine days of its holiday log run in 2000, the switchboard lit up like a Christmas tree and protesters gathered outside the station demanding that the program return. The station, taken aback by the reaction, acquiesced.

Matt Prescott said he sort of sees the appeal of the flaming log, but he can't figure out why anyone would gobble up Turkey TV.

Mr. Prescott is manager of factory farming campaigns for the Virginia-based People for the Ethical Treatment of Animals, which has long complained about the treatment of turkeys in North American processing facilities.

Last month, PETA alleged that employees at one of the largest food companies in the United States routinely abused live turkeys in an Arkansas plant by kicking, punching and stomping on them. Investigators with the animal-rights group, which advocates a vegetarian lifestyle, took videos of the alleged abuses at the Butterball plant.

The U.S. Department of Agriculture and ConAgra Foods Inc. are now investigating.

"Shaw should realize that glorifying cruelty to animals is a dangerous message to send and that Thanksgiving is a time for celebration and not a time to eat the decaying carcasses of abused animals," Mr. Prescott said.

Shaw, which didn't expect to receive any criticism for its offering of corporate goodwill during the holiday, is excited about Turkey TV. But that may leave viewers with an insatiable appetite for more unique holiday programming wondering what they can expect to see next from Shaw.

A bowl of candies slowly disappearing at Halloween. A flag flapping on Canada Day. Or, perhaps, the Canadian classic, a 2-4 on a long weekend.

"We'll keep those under wraps right now," Mr. Bissonnette said, laughing.

Be sure to stay tuned.

Roy MacGregor is on assignment.

majority in both countries saying Canada is now pulling its weight when it comes to protecting the border. The sentiments are found in a new and wide-ranging poll and comes almost nine months after the Conservatives' minority electoral victory. **A4**



Speaking of the country's mission

Almost since he returned from Afghanistan at summer's end, Colonel Mike Capstick has been on the road. The former commander of the first Canadian Strategic Advisory Team in Kabul—the second iteration of 15 men and women there to lend their strategic-planning skills to the fledging Afghan government in place now—has been crisscrossing the country, talking about Canada's mission in Afghanistan. Christie Blatchford. **A16**

Executives facing charges

Former Hewlett-Packard Co. chairwoman Patricia Dunn and four others are facing criminal charges in California, including identity theft and conspiracy, for their role in a covert hunt for a boardroom mole. **B1**

Today on globeandmail.com

Setting up shop: Christian Imler, together with partner Suzanne O'Leary, the minds behind Ella + Elliot, a Toronto-based boutique focused on design products for babies, will take your questions on-line at 1 p.m. EDT.

Try our poll: Do you disapprove of same-sex marriage?

Correction

Candidates for the post of mayor of Burlington in the Nov. 13 municipal election include one city councillor—Joan Loughheed. Incomplete information appeared Oct. 4.

Lotteries

Lotto 6-49: 12, 13, 22, 26, 37, 45; bonus number 14. **Ontario Encore:** 0836246. **BC Extra:** 02 26 61 84. All results are unofficial.

Smiling Smile

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How about the unprofitable limbo bio? They went under. Jobs, Vancouver

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Weather **S6**

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The Magic of Multi Room

