

Will Pepsi buy my TV commercial?

ASK DICK KLEINER



DICK KLEINER

By Dick Kleiner

Q. In my high-school broadcasting course, two classmates and I taped a Pepsi-Cola commercial as an assignment for the advertising portion of television production. We have been encouraged by other classmates and teachers to attempt to sell our concept to the Pepsi company. How do we go about it? — J.B., Portage, Mich.

A. You can try to sell the concept to the advertising agency that handles the Pepsi-Cola account. According to Pepsi, that's BBDO Worldwide Inc. You can contact BBDO at: 1285 Avenue of the Americas, New York, N.Y. 10019-6095. Find out who is the BBDO executive on the Pepsi account, and send that person your tape. It's possible that your local Pepsi bottler may also do some local advertising, so you could try to contact the local ad agency, too.

Q. Who was the first Batman? I believe it was in the '30s or '40s that my sister and I went every Saturday to see the "Batman" serial. — Mrs. C.G., Danielsville, Ga.

A. The 1943 serial you remember starred Lewis Wilson as the flying rodent. The 1949 movie starred Robert Lowery. And, of course, Adam West

played Batman on the TV series (1966-68). Michael Keaton is the present occupant of the Bat suit.

Q. Could you please tell me if Burgess Meredith was the Penguin on the "Batman" series? If he wasn't, who was? Is Meredith still alive? — S.R., Amarillo, Texas.

A. Yes, Meredith was the Penguin. Yes, he is alive. He's 80 now.

Q. What can you tell me about a movie called "Dr. Watson," with Paul Muni? It was made sometime in the late '30s or early '40s. I saw it when I was a young kid. It was about a war in China. — L.W., Idaho Falls, Idaho.

A. Paul Muni made no movie by that title. There was one called "Dr. Socrates" (1935), but that was about gangsters. Of course, Muni starred in the classic about China, "The Good Earth" (1937).

Q. Please help me with my memory loss. What is the guy's name who co-starred with Robert Conrad on "The Wild Wild West"? — J.N.B., Grand Rapids, Mich.

A. That was the late Ross Martin, who played Artemus Gordon. Conrad played James T. West in the TV series, which ran on CBS from 1965 to 1970.

Q. Who played the Tin Man, Scarecrow and Lion in "The Wizard of Oz," with Judy Garland? — T.B., Muskegon, Mich.

A. From left to right, that was Jack Haley, Ray Bolger and Bert Lahr.

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(Send your questions to: Ask Dick Kleiner, c/o Newspaper Enterprise Association, 200 Park Ave., New York, N.Y. 10166. Due to the volume of mail, personal replies cannot be provided.)

Smoggies debuts today



Bob Spence
Entertainment
Thomson News Service

Toxic waste, acid rain and the greenhouse effect, brought to you in living color by cartoon characters.

Smoggies, a 26-episode cartoon series aimed at educating children about the environment, makes its debut on Global TV today.

Set on Coral Island in the South Pacific, the series pits the island's rightful inhabitants, the Suntots, against the Smoggies, careless polluters.

The various conflicts centre around some of today's major environmental issues, from toxic waste to destruction of rain forests.

The cartoons - co-produced by Initial Groupe, Antenne 2 and Cinar Films, with the participation of Telefilm Canada and Global - are intended to both entertain and inform.

"Smoggies is a unique opportunity for children to be made aware of many of the issues that will face them in the 21st century," said a spokesman for Global.

Mike Short, a staff writer for SCTV for six years and a two-time Emmy Award-winner, is one of the scriptwriters.

A number of Canada's top songwriters are being featured on a new CBC Radio series, Swinging On A Star.

Murray McLauchlan is the host for the weekly series, which is being launched today.

"This series is a real labor of love for me," says McLauchlan. "It's something I really wanted to do and I think it's important. This will be a showcase for Canada's established songwriters, as well as a launching pad for a lot of talent that deserves to be well-known."

Among the September guests are country singer Colleen Peterson, P.E.I. singer-songwriter Lenny Gallant, Tom Cochrane (1989 Juno winner for songwriter of the year) and rising country star Lori Yates.

Swinging On A Star is a show about songs and the people who write and perform them. It can be heard late Saturday mornings on CBC Stereo and late Saturday afternoons on CBC Radio.

Remember Bewitched? Another TV series based on the antics of a vivacious woman with special powers starts this fall.

Corrine Bohrer doesn't look like a witch. Only the children know for sure.

Bohrer plays Winnie Goodwin, a kind-hearted witch who serves as the reluctant housekeeper for a divorced attorney (Frank Luz) in Free Spirit, a new half-hour comedy series on CTV.

Only the attorney's three children know about the housekeeper's special powers.

Timothy Findley was nine years old when Canada entered the Second World War on Sept. 10, 1939. The war years for him, as they were for many other Canadian children, were a blend of drama, horror, triumph and pain - and the loss of childhood innocence.

Findley, an author, vividly remembers those years. He is serving as the host of a special six-part CBC Radio documentary series marking the 50th anniversary of the outbreak of that war. The series, Lost Innocence: The Children of World War Two, looks at the war through the eyes of the children of that era.

The first episode, Little Fighters, Sept. 10, explores the role of children in anti-Nazi resistance movements in Europe - children who served as couriers, smugglers, spies and gun-running partisans. In the second episode, War at a Distance, Findley and other Canadians tell their stories of childhood on the homefront.

Other episodes include: Children of the Holocaust, Teenage Romance in World War Two and Scars of the Second Generation. The finale, Do We Teach The Children Well, examines what children in Holland, Poland, Germany and Canada are taught about the Second World War.

The series runs Sept. 10 through 15, at 11:05 a.m., with the same episodes repeated each evening at 8.

Cut Noise

Effective planting of trees and shrubs can cut noise pollution 50 to 65 percent.

Mick Jagger is tops in Andy Warhol's diary

ROCK ON



ETHLIE ANN VARE

By Ethlie Ann Vare

Who's the most famous rocker of them all? Well, if you go by Andy Warhol's diaries - and who better to determine fame than the man who put a time limit on it? - the brightest star is Mick Jagger. The Stones frontman was mentioned 66 times in Warhol's famous daily journal.

Jagger is way ahead of runners-up Diana Ross and Madonna, who came in with 33 and 32 mentions respectively. Grace Jones was named 24 times; Blondie's Debbie Harry and Michael Jackson each turned up on 20 occasions.

John Lennon was included 13 times, David Bowie seven, Bruce Springsteen five times, Prince three times and Sting twice. Single mentions were all that Eric Clapton, Billy Idol, Paul McCartney, David Lee Roth and Alice Cooper could muster.

How do we know all this? Because Fame magazine was kind (or obsessed) enough to go through the entire 807-page volume and index the whole thing.

• Speaking of Mick Jagger and the Rolling Stones, they're getting a great response to their U.S. tour, but considerable flak for charging a bank-busting \$35 per ticket - and that's even before the scalpers go into action.

This isn't the first time the Stones have been brought to task for charging sky-high ticket prices. Back in 1969, the San Francisco Chronicle branded them "rip-off artists" for asking an unheard of \$5.50 to \$8.50 a head.

• The Moscow Music Peace Festival is being heralded as a smashing success by its organizers. More than 200,000 Soviet fans jammed Lenin Stadium on Aug. 12 and 13 to see Bon Jovi, the Scorpions, Motley Crue and Ozzy Osbourne. The Make a Difference Foundation hopes to realize as much as \$10 million for charity from album sales and television rights.

The best part of the show, though, was that shot of a Russian soldier's face as America's heavy-metal rebels - long hair, leather and all - got on stage and sang "Give Peace a Chance" to the Soviet people.

• Music in Action, the anti-censorship activist organization, has called for a "Right to Rock" rally in Washington, D.C., on Sept. 25, the 200th anniversary of the signing of the Bill of Rights. The group plans to hand a petition for lyrical freedom in rock music, signed by 45,000 music-lovers, to the Justice Department. There will be a bunch of rock stars performing for the gathering.

• While we never hesitate to mention the noble causes rock 'n' roll supports, we can't turn a blind eye to the sleaze factor, either. A couple of years ago, professional wrestling got a major shot in the arm, thanks to support from rock stars like Cyndi Lauper and David Lee Roth. Now, roller derby - an equally tacky pseudo-sport - is coming on deck for a similar boost.

"Rollergames," a new syndicated TV show that expects to fill the slot

Hulk Hogan and his ilk used to command late on Saturday nights, will feature live rock music as half-time entertainment. Artists already committed to perform for the '89 season include Lita Ford, Warrant, Ozzy Osbourne, the Ramones and Debbie Harry. "Rollergames" debuts in mid-

September.
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fabric forum

Prepared by the International Fabricare Institute (IFI), the association of professional drycleaners & laundries

Look Before You Leap!

Careful selection and care of leathers and suedes is important for keeping your garments looking new. When shopping for your garment look for careful matching of colors and textures, avoid a snug fit (some shrinkage may occur later), and save accompanying care information. After your purchase you should wear a scarf to protect the collar. If the garment gets wet, let it air dry naturally.

Never store leather or suede in a plastic bag. Keep it in a cool, well ventilated area. When you have your garment cleaned, point out any stains and make sure you have all matching pieces cleaned at the same time.

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