

Hey! Did you notice that SHO?

There's nothing new about manufacturers strategically placing products in movies to give them publicity. But, I was amused the other day as one of my daughters stumbled upon this fact, after watching a movie.

"Dad, you know the movie, The Lost World?" she asked with authority.

"Yeah," I replied, kinda half listening. "Did you realize that the photographer was shooting with a F5?"

Now that always makes the ears of any photographer perk up.

"A F5, eh?" I echoed, as she smiled with her discovery.

Now for those readers out there asking, "What in hell is a F5?", well if you have any remote connections with photography, then you'll know it's the top-of-the-line Nikon, that costs about the price of a small car.

And, since two of my daughters work part-time in the photo industry, they both know and appreciate what a F5 is.

Apparently, it was displayed prominently in the movie on several occasions.

But like I said, that's nothing new.

When I first watched the Nick Nolte movie Under Fire, the opening credits feature the action going to freeze frame, and temporarily flash to black and white, with the whirring sound of a motor-driven Nikon F3 in the background (a sound I'm very familiar with.) But, as I recall, Nolte was shooting with F2s and a Leica M series in the movie.

And the list goes on.

One of my co-workers watches to see if the computer in a movie is a PC or a Macintosh, (but he doesn't have a life anyway,) while other co-workers notice such things as the titles of books on the bookshelf, or locations like Toronto in a movie set in the U.S.

I guess it all depends upon your interests or job as to what tweaks you these days.

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Ted Brown

My thing is to identify cars from movies. As a fan of certain makes and models, I always smile when I can actually spot one of the more unique models, as it flashes across the silver screen.

Take the movie, The Santa Clause.

Most enjoy it for the magic of the story, the visual excitement created by computer animation, and the fact it was filmed in Oakville.

Not me—I enjoyed it for the car.

As Tim Allen drives home from his company Christmas party, I noticed he was driving a high performance sleeper called a Taurus SHO. As it motored along the streets of Oakville at night, I was delighted.

But none of my family shared my joy.

I also noticed The X-Files used to have a SHO in some episodes as well. (And although I've never seen it—honest—according to the SHO-Times web site on the Internet, there's a Taurus SHO in the bare-it-all Show Girls of a few years back, (hence a SHO car...)

But my all-time favorite car movie is Bullitt, with that hot 1967 Mustang fastback, as it squeals its tires all over San Francisco with Steve McQueen at the wheel. It was great. (Besides, the Charger gets all smashed up, making for an even greater ending.)

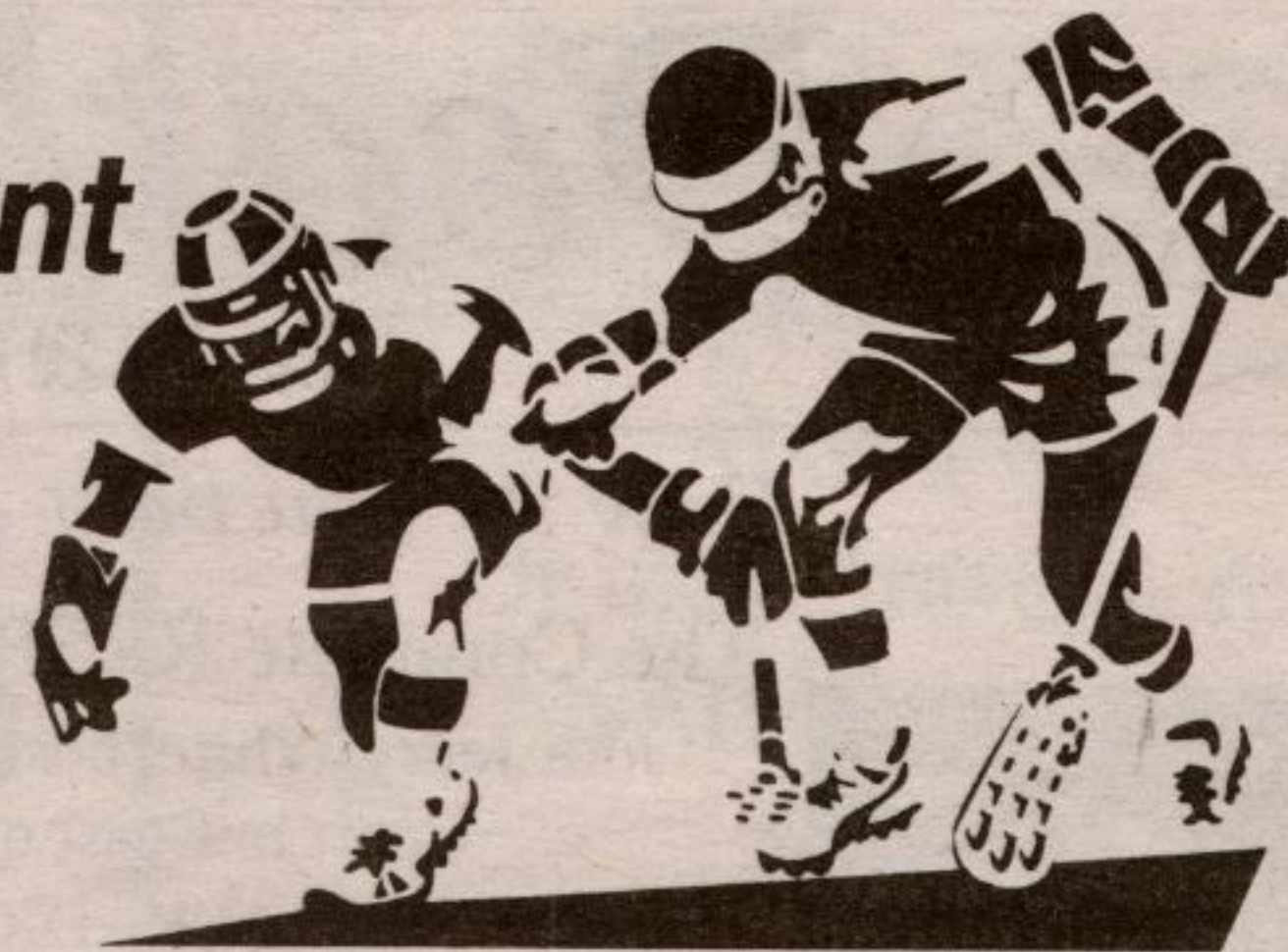
And if the plot features a Chrysler getting snuffed, it's gotta be a great endorsement.

Isn't that right, Paul Auty?



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