

# Lifestyle

Wednesday March 1, 1989

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## Community Notebook

**Stamp Fair:** Milton Stamp Club is hosting its sixth annual Stamp Fair at Halton Centennial Manor auditorium this Saturday (March 5) from 9 a.m. to 5 p.m. This popular event will include displays by 14 dealers.

**Sweet Season:** Signs of spring have arrived at Mountsberg and Crawford Lake conservation areas with the start of Maple syrup programs. The sap is running and visitors will get an entertaining look at Maple syrup production of the past and present. The *Thanks to the Maple Season* program began at Crawford Lake last weekend and this weekend marks the beginning of the season at Mountsberg. Both programs run until April 16. For information contact the Halton Region Conservation Authority at 336-1158 (weekdays) and Mountsberg at 854-2276 (weekends and holidays) and Crawford Lake at 854-0234 (weekends and holidays).

**PC Annual:** Members of the Oakville-Milton Progressive Conservative Association will get together Wednesday March 8 at Le Dome in Oakville at 7:30 p.m. for their annual meeting and celebration. MP Otto Jelinek will be guest speaker and promises a "fun-filled social get-together". There will be a cash bar, light refreshments and band.

**Healthy Talk:** Naturopath Mark Percival will discuss children, nutrition and immunity at Milton Public Library on Thursday March 6 at 7:30 p.m. Tickets for this presentation are available at a cost of \$4. To learn more call the library at 875-2665.

**Fashion Parade:** Local charities and some local wardrobes will benefit from a fashion show presented by members of Theta Tau sorority. A *Spring Bouquet of Fashion* is slated for Sunday March 19, 1 p.m. at the Optimist Centre, 311 Commercial St. Fashions by leading manufacturers will be featured. Admission costs \$7 and includes coffee and desert. Limited tickets are available by calling 878-6682 or 878-0758.

**Easter Seals Dance:** Meet this year's "Tammy" Jamie Zeller and support the Easter Seals campaign she represents by attending the annual fund-raising event at the Optimist Centre Saturday March 25. Dr. Bob Rumball will be guest speaker. The dinner starts at 7:15, followed by presentations and a dance. Tickets are available from Rotary Club members for \$45 each. The cost represents a \$25 tax deduction or a \$45 business deduction.

**Spring Fling:** Music on the lighter side will be brought to Milton by international star Michael Dancs this Sunday afternoon (March 5). This 3 p.m. concert is the first in a three part *Spring Fling* series presented by Milton Arts Productions. Tickets can be reserved by calling 878-0638 and at the door. The concert is at Hugh Foster Hall next to town hall. Cost is \$15 to adults and \$10 to seniors and students.

**Tax Time:** Revenue Canada taxation staff will be at Oakville Place to answer questions related to personal income tax until Saturday March 11.

## When the lights go down

*'We are a small family business, we would like to keep it that way'*

By MICHAEL ROWE

Special to The Champion

**T**HERE WAS A time when you scrambled to see a movie as soon as it came out. If you missed it,

tough. You had to wait till it came on TV and then you had to endure commercials riddling the film like bullet holes. Not a pretty sight.

Today, we are a second-chance society. Our benefactors are the producers and distributors of home-video films and equipment. With an endless supply of films and an abundance of competitive merchants beating each other into the ground to offer them, we can be assured of never having to stay home on a Friday night to watch *Falcon Crest* again.

Of the dozen or so video outlets in Milton, Videoflicks and Video Plus represented different types of service. Videoflicks is a spacious video warehouse on Laurier Avenue with more films than time to watch them. Video Plus is a small, family-owned outfit in the Milton Mall.

Though differences between them are more obvious than similarities, they share a common theme: a passion for movies. This is the story of a busy Saturday, a large part of which, for any video addict, is the search for the perfect night at the movies.

Videoflicks may have good popcorn, but the popcorn is only part of the draw. Saturday mornings here are also where you find polite and attentive young people with clean hands who at least act as if they got a good night's sleep the night before.

### Knowledgeable

You can ask them almost anything about the stock in the vast video emporium where they work. They probably know the answers, and if they don't, they'll be happy to look. This in itself is a minor miracle and certainly a balm to survivor of "convenience" stores where almost everything is convenient except good service.

"We've been very lucky with the staff," says Christine Wanless, manager of Videoflicks. Wanless, who has the demeanor of a very "up" camp counsellor, runs a smooth ship, and watching the staff work together is a little like watching a large family making Christmas cookies.

"How come I can't work on the information counter?" asks Steven Curley, a spikey-haired 19-year-old. Curley, who knows a great deal about videos, is teasing Christine, who doesn't seem to mind. They're friends.

"Because, Steven, you are so silly. Now, if you were in my position, would you put you on the information counter?"

"Probably not," admits Curley slyly.

"Besides, Steven, you are so much more useful to me here at this



The staff at Videoflicks offers customers good popcorn along with lots of movies. Spending a day with some of the staff - from left to right Steven Curley, Christine Wanless, Tom Costain, Mary-Helen Heister and Freddy - was an interesting and entertaining experience.

counter." She turns to you and smiles. "I've known him for 15 years," she says by way of explanation.

### Popcorn

A pair of elderly ladies approach the counter clutching videos to be returned. One of them furtively dives her hand into the bowl of popcorn looking as guilty as Lizzie Borden. She may or may not know the popcorn is free. Her companion cocks her head inquisitively at Curley.

"Wheredyawant em?" she screeches in a

chicken's voice. "Right here is fine, ma'am," says Curley politely, indicating the counter. "There's this huge return box," he explains later, "but they always put them on side of the counter."

Customers seem uniformly incredulous when their late charges appear on the screen. Not one of them, it seems, remembers keeping their movies out past the due date.

"Late?" gasps one woman, horrified, wide-eyed as Snow White. "I thought my husband returned them on time!"

She is the very image of baffled innocence. What can you do? The staff handles these cases with tact. "I tell the kids, if you're not nice to people, they won't be back," says Christine.

### Clientele

The kids are very nice to people. The people, occasionally, are not as nice. One large woman with a towering beige beehive hairdo watched me making notes. "Busy, arentcha?" she says snidely. She has mistaken you for an attendant.

I explain I'm writing about video stores for the Champion. She snickers sourly. "Big paper," she says. She leaves, clutching an action movie as tightly as an Uzi machine gun.

For the most part, though, the large clientele is made up of families with young children, most of whom have the easy, warm friendliness which is one of Milton's hallmarks. This attitude is reflected in the staff.

"I like meeting people and I like

• See VIDEO on page 4



The Chimonides family runs the Video Plus outlet in town. Here, Mary and her husband Jim stand beside the racks. The family left Cyprus 25 years ago before settling in North Bay.

Come In From the Cold!

The Lifestyle '89 Home Show

Wednesday, March 1 - Saturday, March 4th

MILTON  
MALL

55 Ontario Street

Monday - Friday 10:00-9:30  
Saturday 9:30-6:00