

## Lots of video choices . .

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late 17-year-old with dark hair and a ready smile. He aspires to work in film, either as a writer or an actor. Mary-Helen Heisler who has been working at Videoflicks "since about 11 a.m." is also an aspiring writer.

"There's a nice atmosphere here," she says, a little shyly. She is learning the ropes under the tutelage of the others. Although there is a steady stream of customers this Saturday, Sunday is their busiest day.

"After church is when people return videos," says Christine. Videoflicks wishes they could stay open 24 hours a day, but finding someone simultaneously eager to work the graveyard shift and trustworthy enough to warrant hiring is easier said than done. "Steven says he'd do it," she chuckles, indicating the industrious Curley who even now wields a mean pushbroom near the far wall of the store, "but he works two part-time jobs already."

At Video Plus, Mary Chimonides says, "Action and comedy films do very well for us in Milton." Mrs. Chimonides runs the business with her husband Jim and her son Chris. The couple came to Canada from Cyprus 25 years ago and settled in Milton after a disastrous attempt living in Northern Ontario.

"It was awful," says Mary, "we were 300 miles from nowhere."

When Jim Chimonides requested a transfer from Bell Canada, he was offered Mississauga, Toronto, or Milton. Milton won hands down. The rest is history. The Chimonides family opened their operation at the instigation of son Chris who is something of a film buff. Mary works there during the day, Jim in the evenings, and Chris can be spotted there from time to time.

"I go to the movies at least once a week to see what's good," says Mary. "Chris goes along with me. I would pick films based on what I like, but he reminds me that we're not just buying for my taste."

"If there is one abiding ethic at

Video Plus, it is that all of Mary's clients are considered family.

A woman comes in and makes a selection. "How is your family?" she asks Mary. "They're well," Mary replies, "and yours?" The conversation carries from there. She seems to know something about almost everyone, and they in turn know her.

This trust is sometimes abused. Unlike many video establishments, Video Plus doesn't ask for a mountain of identification.

"We are a small family business," she tells a potential client. "We would like to keep it that way. Please bring the video back tomorrow before six."

If the video is not back on time, there is a polite but firm telephone call asking for it back right now.

"Sometimes when a video is not returned and it's someone I don't know, I lose sleep trying to put a face with the name. What can you do if they are not returned?"

It would appear the next generation is as addicted to the video biz as Mary and Jim. Mary's nephew, Simon, an exceedingly grave and professional young man, works the shop with his aunt on weekends and some evenings.

"The customers tell me he's wonderful. I already know that," Mary says with some pride.

Staying on top of the market is paramount for both shops. Videoflicks finds that films ordered in large numbers tend to attract the most people. Video Plus is tuned in to audience response when films are previewed by Mary and her son.

So you missed *Big Business* with Lily and Bette? It'll be out next week. What unearthly terror was dished up in *Poltergeist III*? You missed it? It's on reserve.

There are enough video stores in Milton with enough films, from chillers to romances, to keep the whole town up till the wee hours. As long as there is a Hollywood, you can still bring it home on Saturday night.



### Grand Opening

Photo by LISA TALLYN

Several Royal Bank executives and Milton residents were invited to the Grand Opening of the newly renovated Royal Bank in Milton Mall last Wednesday night. On hand for the ribbon-cutting ceremony were (from left) former Royal Bank Mall branch manager Rob Berkin, current manager of personal banking Paul Speziall, senior vice president and general manager of the Royal Bank for Ontario Jim Gorman, Mayor Gord Krantz, and Milton North MPP Walt Elliot.

## OPP alarmed by increase in snowmobile-related accidents

OPP are alarmed by the number of people killed in snowmobiling accidents in the province so far this winter.

To date 20 snowmobilers have died. That is the same number killed during the entire 1987/88 season.

"By this time last year, 15 persons had lost their lives in snowmobile accidents," said Cst. Dennis Tappenden of Sudbury OPP.

Police say unpredictable weather patterns have created havoc with snowmobiling conditions. Frequent thawing and refreezing of lakes have resulted in unstable surfaces.

Riders are advised to check with local residents about the thickness of the ice before venturing out on lakes, or avoid riding on lakes altogether.

Police say some riders are attempting to jump open water on their snowmobiles.

"Those who do this are playing with their lives. If someone were to fall in the water, considering the present temperatures, that person would probably have about four minutes to live."

The majority of snowmobile accidents are due to alcohol consumption and excess speed. The speed limit on most trails is 50 km.

OPP warn riders to proceed into unknown areas with caution. Tree stumps can be hidden by snow and roads can be icy.

They recommend snowmobilers tell someone where they are going, including any last-minute change of plans, and when to expect them back.



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