

**IT'S
YOUR
BUSINESS**
WITH JANE MULLER



**Burning desire
to do better**

A feeling that they could make a better light switch cover got three women "all fired up" about starting their own business.

That was eight years ago when sisters-in-law Teresa Beal and Lynne Carson were at home with their first babies and wanted to make some money while raising their kids. Later they were joined by Deb Carson, Teresa's sister in All Fired Up! Ltd.

They specialize in unique hand-painted ceramics which are sold in about 100 stores across Canada and in some areas of the United States, including Hawaii.

"We've had people who vacationed in Hawaii say they saw our stuff in a shop there," says Teresa.

Chudleigh's was the first retailer to carry their original product — light switch covers. The women received a lot of advice and encouragement from the owners of the local apple farm and gift barn.

"We started using decals but they pushed us toward handpainted designs," Lynne says.

The novice wholesalers discovered they should zero in on just few products. They've stuck with the light switch covers and also produce square flower pots in several sizes. Brooches and small flat ceramic figures mounted on sticks to be stuck into planters or a vase have been introduced and they're currently experimenting with clocks.

Lynne is the artist in the group. She creates the designs which have made the ceramics bearing the All Fired Up! Ltd. label distinct and popular. She and her partners strive to offer something different and still aim to make a better product than the competition.

Scouting missions to craft shows keep them up to date. They use those same shows as a testing ground for new ideas. If an item proves to be popular, it becomes part of their stock.

Lynne is fast to pick up on trends in home decorating. Her Santa Fe collection uses cacti and howling prairie dogs. Holstein cows and pigs, crisp cat motifs trimmed with geometric shapes, teddy bears, and a new line of garden and floral designs are among the selection.

Teresa's husband Alf and Lynne's husband (Teresa and Deb's brother) Dave have a hand in the accounting, sales and shipping end of the business. Others are also employed and the women say they like to develop their workers as craftspeople.

"There's so much to learn about ceramics," says Deb.

She and her partners have researched the product, experimented and created an informal network with other producers.

They believe the key to their success has been the uniqueness of their products. Customers can express their individuality through the hand-painted items, Deb explains.

All Fired Up! Ltd. is currently located at a Brompton Street industrial plaza and is basically a wholesale and production facility. Within the next two months the business will relocate to Nipissing Road, where there will be an expanded display area. The products will also be sold retail at that location, however it will be low key.

Their lines are available locally at Springridge Farm on Bell School Line and Country Feelings on Martin Street.

Play's a measure of fine acting

The two finest actors at the Stratford Festival, Brian Bedford and Colm Feore share the stage in Shakespeare's very topical black comedy, *Measure for Measure* running through Nov. 14.

Topical because the major issue is government corruption and sexual harassment. What today would be called a dramedy, with a mix of serious and comic, this production is for the fans of fine acting. Bedford plays the Duke of Vienna who claims to be leaving the city for a time but disguises himself as a friar to move among his subjects while the government is taken over by Feore as the Duke's deputy, Angelo.

Immediately Angelo has people arrested on morality charges and sentences them to death. Isabel, the sister of Claudio, who was arrested for getting his betrothed with child, pleads with Angelo for the life of her brother. Angelo agrees only if Isabel will become his mistress. In the end the disguised Duke makes everything come out right, except the retribution.

**BACK
STAGE**

WITH BRAD REAUME



That is the most interesting aspect of *Measure for Measure*. The retribution, to our modern sensibilities, is all wrong. Of course, the nearly 400-year-old play, needs to be looked at as such. Characters can scarcely be expected to behave as we would expect them to by our 1992 societal expectations. It is the difference between what Shakespeare felt was justice and what we, the audience, feel is justice, that captures the after play conversation.

The dramatic and comic aspects of the play are well balanced, due in part, to the addition of several sight gags and the playing up of the softly humorous parts of the play. This is black

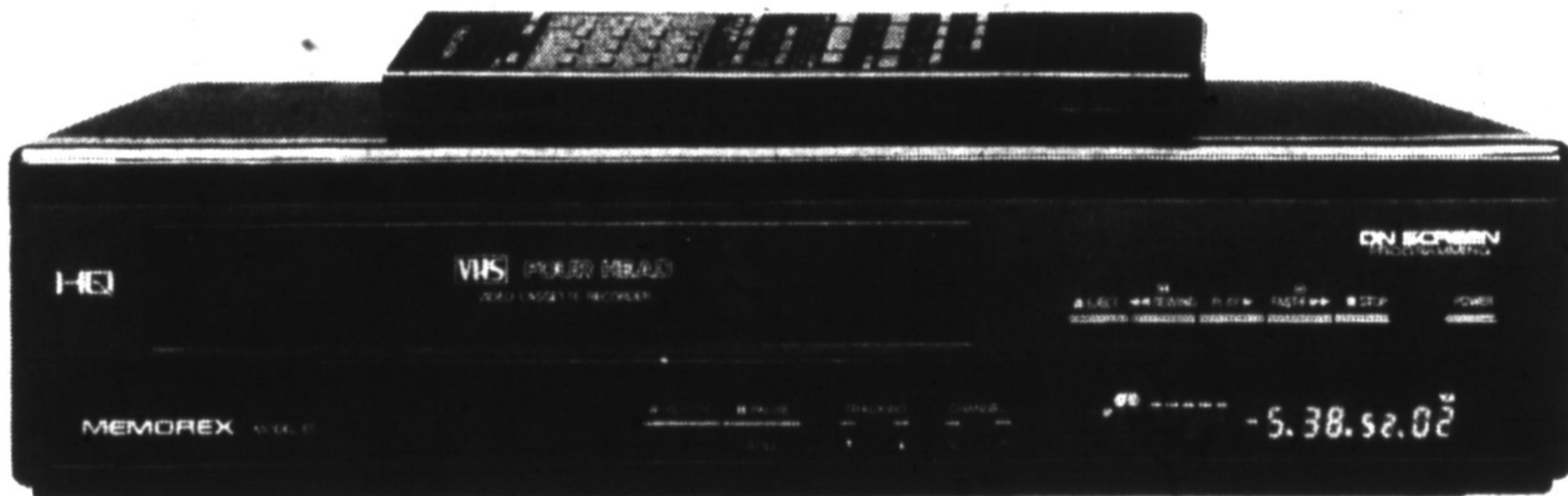
humour a la *Spinal Tap*. How much more black could it be? With jokes on death, incarceration, and on personal character mixed in with the dramatic plot of injustice and corruption it doesn't sound very funny. But it is.

The play itself is probably Shakespeare's last comedy and was written just prior to a spate of serious and tragic plays including *Othello*, *MacBeth*, *King Lear*, *Antony and Cleopatra* and *Timon of Athens*.

Because of the transition between comedy and drama *Measure for Measure* was once considered a problem play. In today's terms Isabel's cry, "To whom should I complain? Did I tell this, who would believe me?", regarding her dilemma with Angelo, is crystal clear and resonant.

This is a production well worth seeing. Given the great acting, the topical considerations of the plot and the balance between the comedic moments and the serious, it is a production of high quality and goes highly recommended.

**Sights & Sounds
For Back to School**

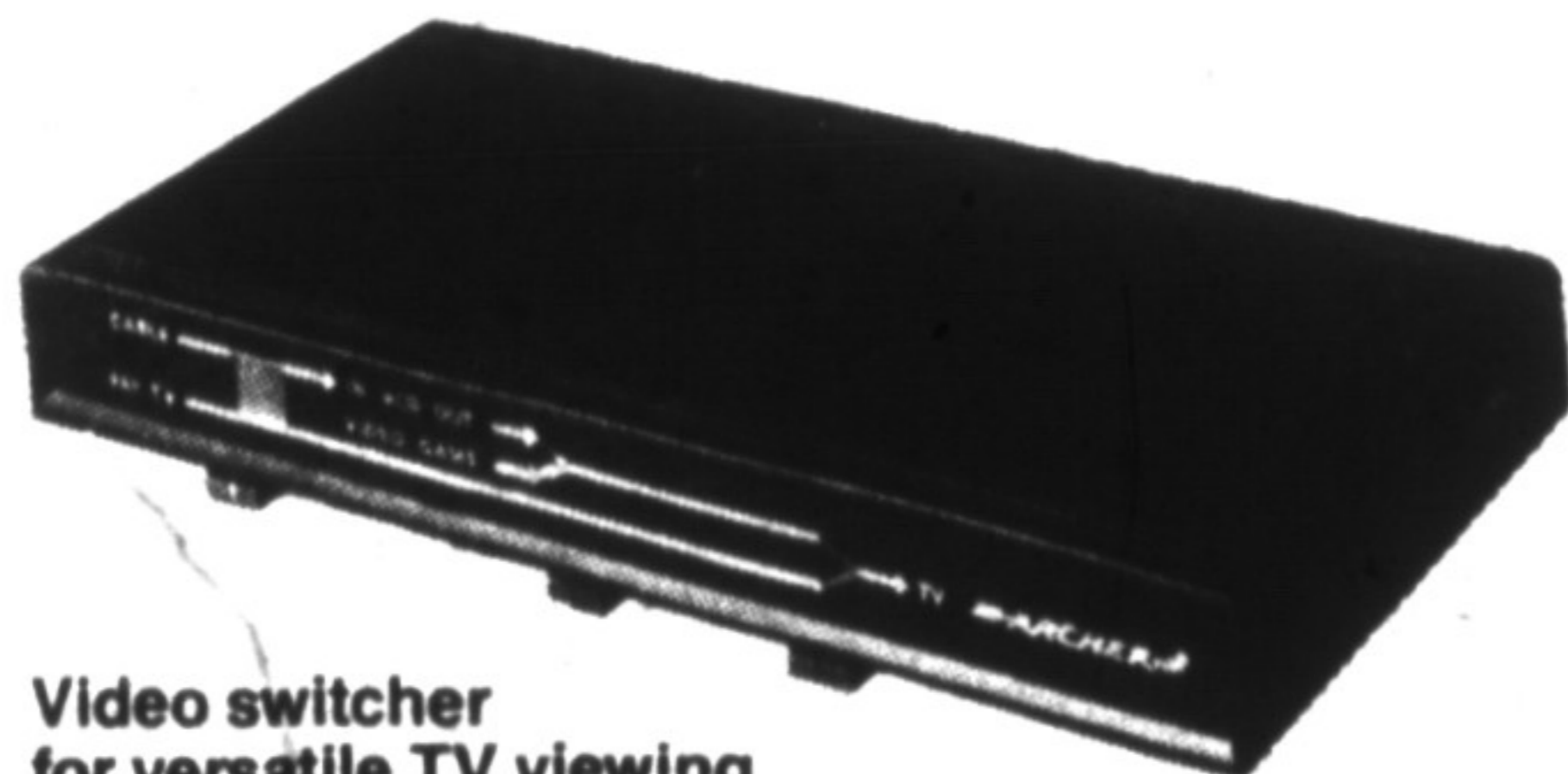


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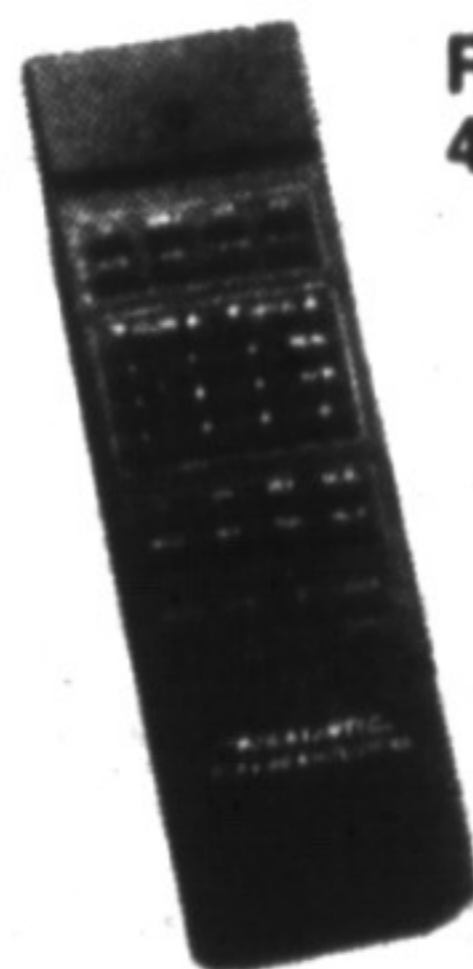
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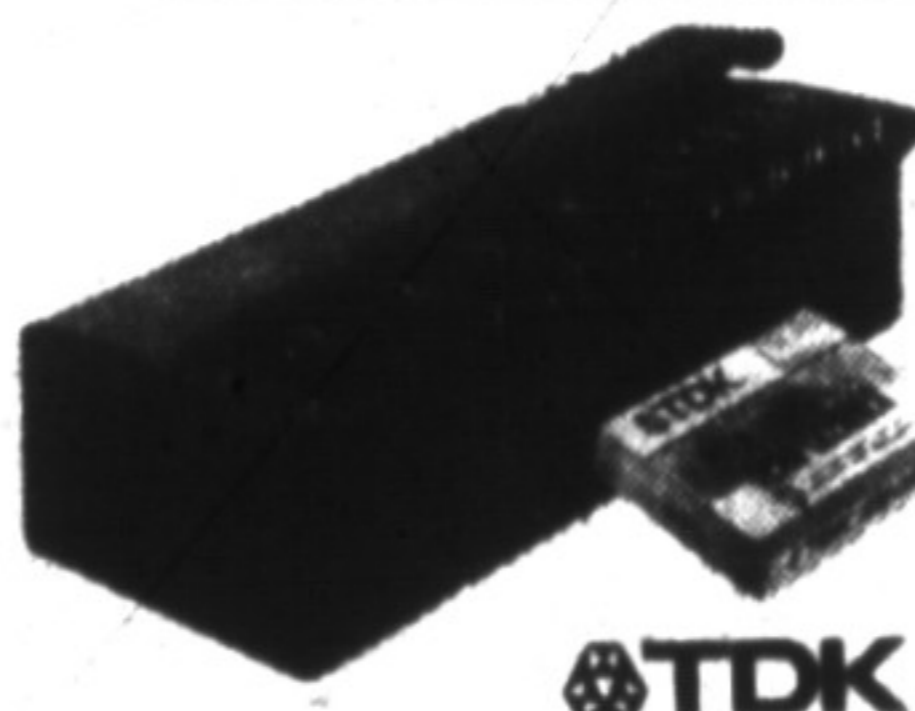


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