

Consumer programming

Air fare

A staggering amount of information and entertainment flows into our homes through the air. Whether it's received on television or radio, the deluge helps to shape our attitude and those of our kids.

Air fare is our weekly bow in the direction of such air-borne phenomena.

We'll keep you informed of what's coming up on the local scene, and we'll indulge our own prejudices on what's offered on the national and neighbourhood scenes. Our qualifications to make such judgements are quadruple - two eyes and two ears.

Air fare will thrive on feedback. Let us know what you think of what's going on in the world of radio and television - especially if you disagree with what we think.

Are supermarkets ripping off consumers? Who knows? Certainly the consumers are ripping off the supermarkets in one area. According to CBC's consumer affairs show, Marketplace (10 p.m. Sunday) thousands of shopping carts are stolen or damaged every year - by kids who use the wheels for their go-carts, by homemakers who use the grills for backyard barbecues, by shoppers who take their groceries home and "forget" to return the buggies.

Who pays the bill for the repair and replacement of these \$60 buggies? You guessed it - the consumer.

This was just one of the areas explored on Marketplace last Sunday night. This is supposed to be the age of the consumer and it's good to know that George Finstead and Joan Watson have been given 30 minutes of prime time to watch-dog the percentage of fat in hamburger, the efficiency of slenderizing salons, and the safety features on driveway snowblowers.

Last Sunday, producer Dodi Robb zeroed in on the bacterial count in take-out hamburgers (A and W and Macdonald's come cleanest, apparently), a national comparative shopping trip which proved that groceries cost least in Montreal, and a visualization of part of January Consumer Reports testing of four compact cars.

Walter Stewart, author of *Hard to Swallow*, explained how one small food store was forced into bankruptcy by a large chain.

Watson and Finstead are nice polite people, and the whole show has an unscripted air of informality that almost amounts to bumbling sometimes. Last Sunday, Watson had a fit of giggles when her potatoes broke loose and rolled across the studio floor, and Finstead's antique cash register refused to pronounce the numeral ten.

Sometimes I wish the CBC's consumer twins had a little of the acid of Global's consumer affairs editor, or some of the relentless inquisitiveness of Barbara Frumm, but together Watson and Finstead are generally uncomplaining, sometimes baffled, and always, always polite - complete consumers!

Stompin' Tom Connors (who has come a long way since his Channel 12 cable TV interview four years ago) provides the theme music for each show with disarming simplicity.

Local news and notes:

Yes, that was Coldwater's Peter Millard in the Channel 3 Performance production of *Ten Lost Years*, Sunday night. Peter has been involved in the three year run of the Toronto Workshop Production upon which the 60 minute TV version was based...Channel 12, Midland's closed circuit cable service, has got religion. The United Church of Canada, the B'hai Faith and the Mormons are all contributing to this week's schedule. Also watch for re-runs of local sports - hockey, and football. Fastmatics, where local elementary school kids compete in mind-bending mental math puzzles, is well worth watching. For multi-linguists, Le Centre d'Activites Francaises offers french programming Mondays 7:30. Watch for Italian drama too, in Italian.

Schools to hold drama festival

Midland Secondary School, Penetanguishene Secondary School and St. Theresa's High School will be only three of 13 schools taking part later this month in the nineteenth annual Georgian Bay Drama Festival.

The competition, which will be held from Wednesday, February 26 to Saturday, March 1, will be held in the Cafetorium at Midland Secondary School.

Each school will perform a one-act play which will be professionally judged. Awards will be presented after the last play on Saturday evening. Three outstanding production awards will be given and of those three, two will be chosen to represent this area in the Simpson-Sears regional festival to be held in Barrie later this year. There will also be up to 15 merit awards given for excellence in any area.

Over 200 students will be billeted in area homes during the four days. They

will come from Barrie, Orillia, Base Borden, Bradford, Stayner, Midhurst and Gravenhurst.

The judging will be done by Jack Boschulte who has worked with the Toronto Workshop Productions and is a former secondary school teacher of theatre arts.

On Saturday afternoon, St. Theresa's will host a luncheon at the school for all the participants in the festival. The guest speaker at that time will be Joan Hanna, a well known actress who makes her home in Midland.

The plays will begin each evening at 7:30 p.m. There will be three plays - performed each night except Thursday when there will be four. All the performances are going to be open to the public. Admission will be \$1 and available at the door.

Among the plays being presented are *The Prince and the Pauper* by St. Theresa's, *Safe Harbour* by Penetanguishene Secondary School, and *The Typists* by Midland Secondary School.

Farm meet Feb. 19

Dallas Black, C.A. of McLaren and Company, Barrie will be the guest farm consultant at an upcoming farm tax meeting.

The meeting is scheduled for 8 p.m. on Wednesday, February 19, 1975. The location will be the Blue Flame Room of the Consumer's Gas Building at the east end of Ferris Lane, Barrie. To reach the Consumers Gas Building, turn east off Highways 26 and 27 at the first stop light north of Hwy. 400. The building is at the extreme east end of Ferris Lane Road, next to the Legion Hall.

The farm taxation meeting will deal with income tax questions as well as tax legislation pertaining to the transfer of farms from one generation to another. Emphasis will be placed on questions and answers rather than a formal presentation. Interested parties are asked to write out

their questions before coming to the meeting. This procedure will make it easier to organize the agenda and cover all of the areas of concern.



Rehearsing Night Watch

Midland's Huronia Players will be presenting a suspense play written by Lucille Fletcher entitled *Night Watch*. Performances will be held the next two weekends on Friday and Saturday evenings February 7, 8, 14, and 15. The performances are being held at Sacred Heart School at Elizabeth and William Streets in Midland. Curtain time is 8 p.m. sharp. Tickets are \$2.50 for adults and \$1.25 for students and can

be purchased from six area outlets: Mac's Milk, Huronia Office Supplies, Jory's Drugstore, Barber and Haskill, Books, Unlimited and the Odd Copy Bookstore. Alan MacMenemy is the director of the play and his wife Val is the producer. Left to right in this scene from *Night Watch* are Ray Holt, May Williams, Mark Badior, Thora Badior, Emily Lloyd, and Mary Norwood.

Staff photo



The bookworm

by Shirley Whittington

What can you give to a diabetic or asthmatic Valentine? A book. This will neither upset the sugar balance, nor irritate the respiratory system.

Lovers and Others, by Joan Sutton, is a perfect Valentine book. *Slender*, (120 pp.) unpretentious and very personal, *Lovers and Others* may help you say the things you feel, but cannot verbalise.

To a husband of nineteen years, Ms. Sutton says: "The way we were and the way we are: nothing compared to the

way we might yet be."

To a daughter: "I pray that my life will continue to distract me enough to permit you the privilege of determining your own direction."

About a woman friend: "She has decided at forty-one, that life is too short to be bothered with people who don't matter to her... She gives off a bright happy light."

Joan Sutton is a Toronto journalist who was fashion editor for the late, lamented Toronto Telegram. Today she's the women's editor of the Toronto Sun and her daily column, "Sutton's Place" has provided a base for this collection of essays about what it's like to be in love - in and outside marriage, in the family, and in friendship.

The book escapes the charge of being too, too

precious because it is written with good humour and endearing honesty. If some of the sentiments expressed seem platitudinous, Sutton admits that platitudes only exist because they happen so often.

At forty-plus, Joan Sutton has experienced love in many dimensions - as a wife, daughter, mother, friend and a sometime loser. Her book is a series of calm reflections on the various states of loving.

Her conclusion? "(At forty) I know that now that I will not die if love is unreturned, that I cannot be diminished by any other human being, and I know that I am indeed, alive."

Disaster movie "Earthquake"

Sensurround gimmick bolsters film

One of the best of all the disaster movies, *Earthquake* is still drawing large crowds at Toronto's Odeon Fairlawn Theatre almost two months after its premiere. Undoubtedly the main attraction is the film's much publicized "Sensurround process" by which the audience "experiences" the earthquake which is taking place on the movie screen. This effect is achieved by a number of speakers strategically placed throughout the theatre from which low-frequency sounds emanate, causing vibrations which create the sensation that the theatre itself is shaking from the tremors of an earthquake.

Most critics feel that *Sensurround* is nothing but a good gimmick to bolster a bad film. Certainly *Sensurround* does add immeasurably to *Earthquake's* effectiveness, but even minus this process I still feel that it's a worthwhile movie. There are some good performances by an all-star cast, large doses of edge-of-your-seat suspense, and stunningly realistic special effects.

Charlton Heston heads the large cast as architect Stewart Graff. Ava Gardner portrays his neurotic wife; Lorne Greene appears as Heston's father-in-law; and Genevieve Bujold plays the part of Heston's mistress. Other prominent characters in the screenplay by George Fox and Mario Puzo include a dedicated police officer (George Kennedy) a daredevil stuntman (Richard Roundtree), a psychotic (Marjoe Gortner), a doctor (Lloyd Nolan), and the head of a seismological institute (Barry Sullivan). These are the main

characters with whom we become involved before and during the earthquake.

The director of *Earthquake*, 61-year-old Mark Robson, is a veteran in the film business. He arrived in Hollywood in the late thirties and started out as a film editor at RKO studio. Among the many films upon which he worked as editor was Orson Welles' masterpiece, *Citizen Kane*. In 1943 Robson was assigned to direct his first film, *The Seventh Victim*, a low-budget production which has become a minor classic. Since then Robson has directed several dozen movies, among them *The Champion*, *The Bridges at Toko-Ri*, *The Inn of the Sixth Happiness* and *Valley of the Dolls*. He considers *Earthquake* which he produced as well as directed, to be the biggest and most ambitious project of his career.

(Robson, incidentally, is not a native Californian; he was born in Montreal.)

For those who may be interested, one of the co-authors of the screenplay of *Earthquake*, George Fox, has recently published a Signet paperback which details the making of the film. Fox not only reveals how some of the startling effects were achieved, he describes how the script came to be written, some of

the problems he encountered in developing his characters, and how the film was cast. In

short, the author presents a fascinating account of how a movie is made.

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