

# Fashion/business combine at Georgian

by  
**CONNIE MURPHY**  
The word "fashion" conjures up images of models swishing down a runway and fantastic avant-garde clothing designs.

At Georgian College, the Fashion Merchandising Program goes beyond these images to delve into the business and retail end of the fashion industry.

It's this emphasis on the business side of fashion which makes the program unique,

according to Mike Hill, Chairman of the Business programs at the Barrie Campus.

His statements are echoed by program coordinator Barb Moore. "It's the business end of fashion. It's not design and it's not modelling."

Up to 30 new students will begin their first semester in the Fashion Merchandising program on Jan. 27. Courses include fashion merchandising, fashion consultation, fabrics and textiles, colour and

design, as well as a solid foundation of business subjects such as accounting, marketing, personnel and advertising.

While fashion is the focus of the program, this does not mean just clothing. Hill and Moore explained that fashion includes jewelery, home furnishings, footwear and many other items commonly found in retail outlets. Because the sales and management techniques taught in the program can be used anywhere, students wanting to get into any retail business would benefit from it.

The hands-on experience the Fashion Merchandising Program at Georgian College offers comes from two co-op work terms when students actually work in the industry, from fashion shows produced by students in the program and from the operation of two fashion stores at Georgian's Barrie campus.

"I feel it's the most hands-on program in the country. Everything students learn in class they apply," said Hill.

Hill said one of the two work terms is done during the six weeks before Christmas. This is the busiest time for retailers and a time students can learn a lot

and apply lessons taught in class to their work placement. Students are paid for the work they do.

Students in the program produce two fashion shows per year; a spring/summer show and a fall/winter show, Moore said. The first-year students are generally models and dressers for the show while the second-year students manage the show, making all arrangements from the

conception of the project to the time the last model steps off the runway.

Similarly, it is the second-year students who take over the management of the boutique and sports shop at the Barrie campus while the first-year students act as employees.

The students are divided into six teams which are responsible for different aspects of operating the shops.

Hill and Moore said there is a 100 per cent placement rate for graduates. When they first leave the program, many become management trainees for various retail stores.

Although a college education is often not required to obtain a position like that, Hill and Moore said the Georgian graduates will have employment advantages in the long run. It will be easier for them to climb the promotion ladder to

more responsible positions within stores or head offices of retail companies.

The Fashion Merchandising Program at Georgian College is a "very progressive and very adaptable" program because of the nature of the industry, Hill said. For more information about becoming part of this program in January, contact the College at 1-800-461-9696 (toll free). In the Barrie area, call 728-1951.



## Timely gift

Young Charles Buttineau won second prize in the Becker's store giveaway. Rosemary Garrity, store manager, is seen presenting Charles with his hamper of goodies. The prize was given to the winner Charles Christmas Eve.



## Super Christmas gift

Mr. and Mrs. Horace Charlebois won a hamper of groceries from the Becker's store in Penetanguishene. Seen presenting them with their

hamper is store manager Rosemary Garrity. The prize was given to the couple Christmas Eve.

## History Notebook

by  
**CATHY DUPUIS**

I came across a copy of the old Penetanguishene Herald newspaper recently. Its pages still intact, the printing still legible, but it showed signs of its age, as a couple of pages were torn and all the pages are very fragile.

As I began to read the paper, I noticed the date of this particular issue was July 30, 1925.

At the same time I noticed to the left of the date were the words "Forty-Third Year". This part is interesting, Su Murdoch of Simcoe County Archives sent me some history on the old newspapers of the area awhile back; and it stated that A. C. Osborne established the Penetanguishene Herald in 1881. If this is true, that makes the newspaper in its forty-fourth year not forty-third as previously stated.

The front page consisted of advertisements down the left and right hand sides of the paper. The advertisements

were usually big in size and in print, with a stand out border. In the middle, consisted a column on the town's people.

Whose visiting with whom-both in town and out and any other noteworthy news. For example, Mr. and Mrs. Sandy Gordon, of the Ontario Hospital staff, are spending a few days in Collingwood. Also on the front page was an article about J.T. Payette's horses leaving for the racing circuit. The circuit took the horses through the Eastern part of Ontario, Quebec and the eastern part of the States. It was estimated that they'd be back just after the new year.

The Herald not only carried the local news, but also news and tales from abroad. For example one particular story which caught my eye is from Alaska, the headline read "Expensive Beef Stock."

"In a town of Alaska, which, during the Klondike gold rush, sprang up almost in a



Penetanguishene police were called to Penetang arena last week to investigate the theft of a cordless telephone from the ticket booth on New Year's Eve.

According to police, the telephone, valued at \$245, was taken from the booth when someone in the building on New Year's Eve removed the steel bars on the window

of the booth, reached in and unlocked the door and then entered the room.

Police Chief Robert Cummings said the theft took place, between 6 p.m. New Year's Eve and 4 a.m. New Year's day, while the Brian Orser Hall in the upstairs of the arena was rented out for a New Year's celebration.

night, the first beef steak to reach it sold for \$48 a pound. It was a 10 lb. steak which had been shipped from 250 miles away.

When the precious bit of meat reached the camp, the miners turned out in a body to see it. It was placed on exhibition, and attracted as much attention as an elephant.

Everybody wanted a piece of the steak, and the result of the rivalry for its possession might have been a riot if it had not been decided to raffle it for the benefit of a miner's hospital.

Tickets carrying the

privilege of drawing for a slice were sold at prices from 50 cents to two dollars and 50 cents. After 400 and 80 dollars worth of tickets had been sold the drawing began, and to the relief of those in charge of the sale, no trouble resulted."

The newspaper featured columns, helpful hints, and for the crossword enthusiast, a large crossword puzzle, with the answer the following week.

The Penetanguishene Herald was published for close to 60 years. In 1940 it merged with The Free Press.

## Montmorency heading to Parry Sound annual winter refit

Coast Guard Ship Montmorency is scheduled to break her own path through the ice today, and head north to Parry Sound for her annual winter refit.

Although the 46.2 metre ship regularly assists with local ice breaking duties, she is really an ice-strengthened buoy tender.

The little red hulled ship can handle ice up to about two feet (0.6 metres) thick, but Captain Mark Taylor expects assistance from the Coast Guard light icebreaker Griffon may be necessary to butt through the heavy pressure ridges in the ice, on the way into Parry Sound harbour.

About half the Montmorency's 30-man crew are Midland residents.

During the winter's refit they will be free to return home every night.

Captain Taylor will also be visiting Midland this winter, as temporary master of the Griffon.

The Griffon is scheduled to arrive in Midland, Thursday.

Captain Taylor will be taking command while the Griffon's Captain Stogdale is on a Canadian Coast Guard training course.

# Recruits movie release date is set for middle February 1986

by  
**MURRAY MOORE**

Recruits, a theatrical movie part of which was shot in Midland, Balm Beach and Wasaga Beach last summer, will be released to theatres in middle February, a local man who helped make the movie says.

David Strapko, 20, and his brother Michael, 25, both of Midland, convinced the principals behind the movie that this area offered backgrounds suitable for the movie.

David Strapko expects to go to Jamaica next month as part of the crew making Room Service, another B Movie King Roger Corman-backed movie.

Strapko has seen a rough version of Recruits. "It looks pretty good." He ap-



peared in front of the camera as well. He appears in seven scenes and has six lines. In the producer's opinion, Strapko appears in the best scenes of the movie, those scenes featuring cowboys.

The recruits of the title of the movie are would-be police officers at a police academy

in an east coast U.S. state. The broad comedy makes fun of movie conventions and characters. One of the Recruits' characters is a parody of Clint Eastwood.

The Strapko brothers are writing a screenplay similar to the Recruits screenplay. Fire men instead of police men are the

central characters in conflict with police. The brothers have titled their screenplay for the "zany comedy" Pig Roast. Three producers are interested in their screenplay, and one of them is helping them, Strapko said.

The brothers have made documentaries about boat builder Vic Carpenter and boat designer Steve Killing for Maclean Hunter Cable TV's Channel 6. Cable station program director Frank Myers says that the Strapkos have a "good understanding" of film production.

"From what I've seen, they've come up with a good product." The two profiles are being edited, and will be shown on Channel 6 in late January or early February.