

# Home video business booming

By DENISE McDONALD  
**STOUFFVILLE** — At one time, a video cassette recorder was a luxury item, afforded by only a few. But as the price declined, and theatre admissions soared, more and more people began watching the movies in the comfort of their own

homes. The result now is a booming industry for video cassette rental stores in Stouffville and throughout Ontario. "Renting a video cassette is cheaper and more convenient; you don't have to drive to the theatre," says Videocastle mana-

ger Shelley Ferguson, adding you can also watch videos at your leisure. According to a taped message at the Famous Players Theatre in Markville Mall, admission prices can range from \$4.75 for children to \$6 for adults.

However, video cassette recorders can be rented from \$9.99 to \$12.95 a night, to \$29.95 a week. Several free movies of your choice are also sometimes included in this price.

Rental of the movies themselves can range from \$3.99 to \$4.99 on the weekend to \$2.99 through the week. Most children's movies are two for \$3.

According to several Stouffville video store operators, weekends are usually peak period for rentals because people have more free time.

"Half the store's inventory is out by Saturday. I think more and more people are renting videos because there's so little to watch on TV," says Movies Plus clerk Lori Assinck.

Super Beta Video manager Hank Wernars agrees with Lori's comment, adding: "People are sick of being clobbered to death by stupid commercials."

"Most parents only let their children watch movies on weekends when they don't have to

go to bed as early," continues Hank. "It's a great babysitting service; most children often sit through the same movie twice."

As for a trend in actual movie selection, comedies and new releases top the list, with horror movies and the classics a close second.

"Some people want new releases regardless of what they are," says Lori. "They're rented out as fast as we obtain them. They can be terrible but they still go."

"Some people will still attend the theatre if it looks like it's going to be a long time before the movie goes on cassette," says Lori, "but

most don't mind waiting." "A lot of people would rather watch a movie on their VCR," adds Hank, "but I think the younger crowd still prefer the show. It gets them out of the house."

## Band contest

An air band contest will be the feature attraction this Friday, (Feb. 13) at a Whitechurch-Stouffville Youth Club dance in the auditorium of Summitview School beginning at 7 p.m. Admission is \$2.00 with free refreshments.

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