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**MSC
 SCONA**
 SCONA committee member applications
 are now available in room 216 E
 in the MSC.
 Applications are due by 5:00 pm,
 Friday April 17.

PLEASE PLAN TO ATTEND
A SEMINAR BY:
R. D. BREDEBERG
 GENERAL MANAGER
 SOUTHERN PACIFIC
 TRANSPORTATION CO.
 HOUSTON, TEXAS
TOPIC: NEW DEVELOPMENTS IN LABOR
 MANAGEMENT RELATIONSHIP IN
 THE RAILROAD INDUSTRY
WHERE: ROOM 503
 BLOCKER BUILDING
WHEN: APRIL 9, 1987 1:30 p.m.

Filmmaker pushes children's books by making movies

WESTON, Conn. (AP) — Once upon a time, a filmmaker lived in a log house in the middle of a forest. The filmmaker, Morton Schindel, had a special love for children's books, especially those with rich stories and colorful pictures. And he wanted lots of children to love the books as much as he did. So, Schindel decided to make movies out of the books, by meticulously following their plots, dialogue and illustrations. In the past three decades, his company has distributed about 350 of them, and earned a quiet recognition around the world. Children who knew characters such as Mr. and Mrs. Mallard from Robert McCloskey's "Make Way for Ducklings" or Max from Maurice Sendak's "Where the Wild Things Are" met them again on the screen. Sometimes, children saw the characters first in the movies and then sought them out in the books. That's part of Schindel's plan. "We want to lead the children back to the books," he says. "The payoff is when the parents sit down and read a book, any book, to their children." In 1953, Schindel formed a private company called Weston Woods, anchoring it in 27 acres of forest in southwestern Connecticut. One of his main collaborators became Gene Deitch, a director and animator who works in Czechoslovakia. Many of Weston Woods' films are animated and accompanied by original music. Schindel also developed an iconographic filming technique — where a story's illustrations are

moved in front of a stationary camera, as if a child were hovering over the book. "I wanted to use my skill as a filmmaker primarily to communicate the contents of books to children, rather than using the books as a starting point for my own creations," Schindel wrote in 1981. Librarians and teachers grew to love Weston Woods. Captain Kangaroo showed some of its films on his popular television show. The films made their way to many other countries, translated into languages such as Welsh, Hebrew and Japanese. Weston Woods based many of its films on award-winning books, while the films themselves also have gathered honors. "Doctor DeSoto," from the book by William Steig and animated by Michael Sporn, got an Academy Award nomination for best animated short film in 1985. Weston Woods has branched out — packaging some of its films as vehicles that schools can use to teach critical thinking. Schindel's current project is developing a television series, which he hopes may begin airing nationally via a cable station next fall. Since Christmas 1985, Weston Woods films also have been sold on videotapes for home viewing, under the CC (for Children's Circle) Studios label. Peggy Charren, president of the lobbying group Action for Children's Television, says not enough parents know about quality videos for children. She puts Weston Woods on the top of her list of good filmmakers for children.

Louisiana will use logo to distinguish products as Cajun

LAFAYETTE, La. (AP) — Louisiana mixed Germans, Italians, Irish and Spaniards into French-speaking Acadiana, but some of the things sold as Cajun today are almost heretically foreign to their palates. For instance, there was the nationally advertised booklet of recipes based on a "Cajun" sauce of two parts Italian salad dressing to one part American barbecue sauce. "No. No. That's not Cajun," said Alex Chachere, who says his name, although pronounced very much like the Italian "Cecere," is a combination of the French "Vacherie" and another old French name he can't recall. Gerald Breaux of the Lafayette Tourist and Convention Bureau said that recipe booklet was one of the things that prodded him into developing a logo to proclaim that products are certified Cajun. Chachere, president of Creole Foods of Opelousas Inc., said, "I haven't heard of it. But I would probably be interested in looking at it, thinking about it." Breaux said another prompt to action was a deluge of requests for Cajun recipes and information about Acadiana, brought on by the Cajun cooking craze. So he and Larry Sides, whose company has the state Office of Tourism advertising account, got their heads together. "You're seeing a whole lot of products adopting the name Cajun when in fact they're nothing close to what we would call Cajun in Louisiana," said Sides, whose company developed the logo. "There is a lot of pride in Acadiana," he said. "And we wanted to offer a logo that companies in this area of Louisiana can use to point with pride and say, 'This is a product of Cajun Louisiana.'"

Which, minus the words "This is," is what is written on the logo soon to be seen on products including a pungent garlic sauce, T-shirts and corrugated cardboard boxes. The words are in fat book-style capitals set beneath a white-on-color, woodcut-style drawing of a young man wearing a flat-brimmed hat and playing a small accordion. A few weeks ago, Sides and Associates settled on the final design and gave all rights to it to the Tourist and Convention Bureau, the Acadiana Manufacturers Association, the Lafayette Chamber of Commerce and the Lafayette Economic Development Authority. Those four organizations grant the right to use the logo in packaging, on signs, on company vehicles and in other ways. Location is the main requirement for permission to use the logo. It's only for products made in 22 of Louisiana's 64 parishes — those designated by the Legislature as Acadiana. By and large, Acadiana is a triangle with a base from the southwest


corner of Louisiana to Lafourche and St. Charles parishes — east of New Orleans but not bordering it. It includes parishes on both sides of the Mississippi River up to East Baton Rouge, which is not part of Acadiana, and on up to Avoyelles Parish, where the Red and Black rivers meet. Companies given permission to use the logo can either get copies free from one of the four licensing groups or get a camera-ready sheet with all the sizes available from Sides for \$25 — a break-even cost, he said. "It's interesting that while most companies that responded to use the logo are in food, the very first company to get on-line and use it manufactures cardboard boxes," Sides said. **Cajun craze going strong with Dixie Beer**

NEW ORLEANS (AP) — You can't get Dixie Beer in any New Orleans bars, but if you know where to go you can find it in places like London and New York. The little New Orleans brewery that produces the beer is cashing in on the Cajun craze and is going everywhere that hot south Louisiana cooking goes. "Paul Prudhomme (the Cajun chef) takes us with him everywhere," said Kendra Elliott Bruno, owner of Dixie Brewery. The brew now is sold in 18 states and is getting repeat orders from London, she said. As it expands, the company is replacing its unpopular Dixie Light brand with a new brew called Dixie Amber Light, a slightly darker light beer that began appearing in bars and on grocery shelves last week. It is made to the recipe of Dr. Joe Owades, the chemist who concocted the world's first light recipe and has made 11 more lights and a variety of specialty beers since then. That first experiment, made for Rheingold in 1967, was a failure, but the formula worked its way through the system until it ended up at Miller. It still is used for Lite Beer, one of the great success stories of the beverage industry. Bruno said she hopes the new light will help her tiny operation pick up New Orleans sales, which have dropped to 1 percent from a high of 26 percent in the early 1960's. The new light uses premium select roasted malt (which Bruno says produces a crisper, smoother flavor) and unique European-style, Louisiana-cypress fermentors that allow more robust flavors to develop. "Dixie has a certain mystique and a rapidly growing national following," Bruno said.

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