

The SPORTS spot

by John McNabb

The promoters of sports events in this area seem unaware of the golden bonanza that has been spread within their reach by newspapers which have come to regard practically all sports happenings as vital news, and have played those affairs into headline features in same cases.

Newspapers have kept baseball, a more popular sport in the States, alive through more than 80 years by publishing — gratis — the standing of clubs, the batting and pitching averages of the stars. They have spotlighted hockey, football, golf and many other sports. Because of newspaper helpfulness, even where some sports promoters never spent 25 cents for advertising, in exchange for \$10,000 worth of publicity, referring of course to big time sporting events, the promoters and their athletic actors, have added hundreds of millions to their bank rolls.

It was far different years ago. If a man planned to promote some sports show, he could get into the newspapers only via the classified ads. The editors regarded the sports shows as strictly commercial. Since that was their attitude, the men who wanted the general public to know what was going to take place, had to pay money for advertisements.

Space in newspapers was not doled out free. It cost money — plenty of money. The man with a sports extravaganza in the offing was put in the same class as a man who had rat traps for sale or hair restorer. When he wanted to bring the matter to the attention of the patronizing public, he had to cut in the newspapers, in advance, for some of the profits by advertising.

So as early as 1819, a group devoted to promoting sports became aware that American newspapers would not support any sports program unless paid, via advertising. This led to the founding of the "American Farmer" in 1819. The weekly newspaper solicited ads, and, in exchange, printed sports items. John Stuart Skinner, postmaster of Baltimore, sponsored the first of the sporting journals.

In 1829 there appeared the "American Turf Register", as an offshoot of the "American Farmer". It gave a lot of space to happenings in the turf world, chiefly to those concerning trotting horses, who were popular about then.

Not until well after the Civil War did sports happenings of any sort rate more than scant mention, in the regular newspapers.

As time went on, the publishers' prejudice against "giving" space away for sports and yet eager for circulation, reared an opportunity for increases by carrying small stories about sports events. Those concerning boxing were supplied by fight referees; those about baseball generally by some retired player. When newspapers expanded sports coverage, they hired the referees, the ball players and the race track experts as the sports editors.

More than 90 years ago, Richard K. Fox, a sports enthusiast, and one who was especially keen about boxing, started a publication in the States, and it became known as the famous "Police Gazette".

Sports has come from the nowhere of the advertising columns to a major news rating today, and, if one counts in the advertising solicitors, the composers etc. with the editors and radio and television sportscasters, the sports reporting legion of today must number well over the million mark.

Villagers open tonight first home game Sunday

Campbellville played a seven and a half inning inter-squad game Sunday afternoon in preparation for their league opener tonight (Wednesday) in Watford and the club came through with a 9-3 win over the regulars. Regular Don Joyce, Ken Moore, Larry McPhail and Ralph Rintoul were all absent, so the line-up was liberally sprinkled with juveniles, all of whom acquitted themselves well.

Harry Hamilton worked four innings, allowing one run off two hits. He struck out three and walked three. He is expected to get the opening game assignment in Watford. Jack Roberts, due to hurt Campbellville's home opener against Burlington on

Sunday, allowed two runs in six innings as he struck out one and didn't walk anyone. Bill Dennis and Garney Mitchell of the juvenile team finished up. Bill Dennis was the hitting star as he banged out two doubles. Ray Grisold had two hits as did Rick Repta who, incidentally had a perfect day at bat as he was hit by the pitcher, walked, and batted out two singles. Stu King, Pete Andrews, Ron Maves, Jack Roberts, Lloyd Early, Tom Ramshaw, Joe Wedge and Jack Laking all hit once. Jack Laking, the veteran ex-Campbellville catcher, came out to umpire but when Joyce didn't show up he took over the catching duties on one of the teams and played an out-

Three teams share top honors in shuffle board tourney

After almost 14 hours of games in Milton's Legion Hall on Saturday, three two-man teams of shuffleboard champions were declared the winners of the United Shuffleboard League's doubles tournament. The winners were Bill Carson and Tom Janssen of Woodstock Navy Club, Joe Grandia and Jim Lord of the Oakville County Club, and John Hind and John Novakowski of Kirchner University Billiards Club. The Woodstock duo were 1965 and 1966 champs and placed third in the 1966 Canadian doubles contest in Vancouver last year.

League president Reg Walcott of Oakville reports there were 24 teams entered in the all-day tourney. Each team played a minimum of eight games and most went 12 games before the finals began after supper. Entries came from other points including Acton.

Assisting with the tourney were league past president Don Murdoch of Milton, who is vice-president of the Canadian Shuffleboard Congress, convener Alf Oates of Erin, and Charles Warner who presented the Dow trophies.

On May 27 an Ontario singles championship will be held at Fort Erie and several local players and many of those in the Saturday tournament are planning to attend. It will be the kickoff for a competition that will end up in a world-wide contest.

The finals will be held in Oakville on July 8 when 120 men will compete for the chance to go on to Expo '67 and a world's singles match. Entries in the world match are already in from South America, Germany, Canada and United States.

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First high school awards banquet will honor athletic achievements

On Tuesday, May 23, Acton High will honor its athletes at the first Athletic Awards banquet. This year, the school was fortunate to do extremely well. It captured six district championships and two CWOSSA titles.

The cross-country team and the track and field team, under Bruce Andrews, won two CWOSSA championships. The boys' senior basketball team won its district title and went on to be CWOSSA finalists.

Other teams to win district titles were the girls' senior basketball team and the boys' and girls' curling teams.

This year, crests will be handed out to interschool athletes and trophies will be awarded to the Most Valuable Player in the following sports:

- Boys' Volleyball
 - Girls' Sr. Basketball
 - Boys' Sr. Basketball
 - Boys' Jr. Basketball
 - Boys' Soccer
 - Boys' Track and Field
 - Trophies representing Track and Field Day champions in the midlevel, junior and senior divisions for girls and boys will also be presented at the banquet.
- To highlight the evening, the Most Valuable Male and Female Athlete in the school will be selected and honored. Guest speaker will be Don Hayes, coach of the University of Waterloo Warriors hockey team. The Warriors were inter-collegiate finalists, losing to the University of Toronto, who went on to win the Dominion College championship in Alberta.



TROPHIES TO BE AWARDED at the first athletic awards banquet at Acton District High School are on display in the school trophy case. Banquet will be on May 23. (Staff Photo)

Free Press Sports Page

Four team softball league opens season Tuesday, May 23

The Acton Softball Association opens the 1967 season next Tuesday night (May 23) with Herb's Delivery vs IGA, of the four team league. Thursday, May 25 sees the Station Hotel competing with the Dominion house in the opening week of softball here in Acton.

The complete schedule for the '67 season as compiled by the association is listed below:

- Tuesday, May 23 — Herb's Delivery vs IGA.
- Thursday, May 25 — Station Hotel vs Dominion Hotel.
- Sunday, May 28 — IGA vs Station Hotel.
- Tuesday, May 30 — Dominion Hotel vs Herb's Delivery.
- Thursday, June 1 — Herb's Delivery vs Station Hotel.
- Sunday, June 4 — IGA vs Dominion Hotel.
- Tuesday, June 6 — Dominion Hotel vs Station Hotel.
- Thursday, June 8 — IGA vs Herb's Delivery.
- Sunday, June 11 — Herb's Delivery vs Dominion Hotel.
- Tuesday, June 13 — Station Hotel vs IGA.
- Thursday, June 15 — Dominion Hotel vs IGA.
- Sunday, June 18 — Station Hotel vs Herb's Delivery.
- Tuesday, June 20 — Herb's Delivery vs IGA.
- Thursday, June 22 — Station Hotel vs Dominion Hotel.
- Sunday, June 25 — IGA vs Station Hotel.
- Tuesday, June 27 — Dominion Hotel vs Herb's Delivery.
- Thursday, June 29 — Herb's Delivery vs Station Hotel.
- Sunday, July 4 — IGA vs Dominion Hotel.
- Thursday, July 6 — Dominion Hotel vs Station Hotel.
- Sunday, July 9 — IGA vs Herb's Delivery.
- Tuesday, July 11 — Herb's Delivery vs Dominion Hotel.

Tuesday, July 13 — Station Hotel vs IGA.

Sunday, July 16 — Dominion Hotel vs IGA.

Tuesday, July 18 — Station Hotel vs Herb's Delivery.

Thursday, July 20 — Herb's Delivery vs IGA.

Sunday, July 23 — Station Hotel vs Dominion Hotel.

Tuesday, July 25 — IGA vs Station Hotel.

Thursday, July 27 — Dominion Hotel vs Herb's Delivery.

Sunday, July 30 — Herb's Delivery vs Station Hotel.

Tuesday, August 1 — IGA vs Dominion Hotel.

Queen and maids here August 3

Charlie Thomson phoned to confirm The Queen and Her Maids will appear in Acton again this year on Thursday, August 3, as part of the girls' softball centennial program. This unique team draw nearly 1,200 fans here last year for their show of softball talent.

Approve variances for building garage

William Pendleton's application for a side yard and rear a garage, was granted by the Committee of Adjustment when they met May 2. Mr. Pendleton proposed to build his garage at the rear of his Tiede Ave. property.

As Mr. Pendleton, Jack McGeachie and D. Lindsay were unable to attend, the meeting was held at the home of vice-chairman Murray Smith. No objections were presented as a result of the application.

Still a success

\$1,113 deficit at ski club

Halton Region Conservation Authority encountered an operating deficit of \$1,113.31 during their first year of operating Glen Eden Hills Ski Area, area manager Ken Potter reported at the authority's May executive meeting Thursday evening.

Nearly \$500 of the loss results from a business deal between the Authority and Jack Rogers Sporting Goods, Oakville, on rental ski equipment.

Area manager Potter noted the store had "backed out" of its agreement to staff the chalet for the whole season and left without warning in January, forcing Conservation officials to staff the shop with one of their own cashiers until the end of the season.

At their meeting Thursday, the executive decided to pay the \$499.71 (Mr. Rogers' asking price).

Even with the additional deficit, the loss on the ski operation was much lower than that incurred by others formerly operating the area and

Conservation officials are pleased to have had such success in their initial year of operating the club. Reports indicated it was an excellent year for skiing.

Ball practice

attracts 104

Although a high school track meet interfered with the older boys appearing, 104 turned out for the minor baseball practice at the park Saturday morning.

Sixty novices, 32 pee wees and 12 bantams, midgets and juveniles were on hand to throw the ball around and start batting practice.

Another practice is set for this Saturday and at the rate new players are signing, there could be as many as five novice teams.

ACTON ARENA SCHEDULE

- THURSDAY, MAY 18
8 p.m. — Roller Skating
- FRIDAY, MAY 19
7:30 p.m. — Roller Skating
- MONDAY, MAY 22
8:30 p.m. — Movie — The Cincinnati Kid starring Steve McQueen
- TUESDAY, MAY 23
8 p.m. — Roller Skating

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1963 FORD GALAXIE 2 door automatic, very good performing car, in good condition. Moss green with matching interior. Lic. J4E18.	\$1195	\$?
1963 FORD 2 door, 6 cylinder, standard transmission. Yes, believe it or not, in new car condition. Lic. 3433SH.	\$1095	\$?
1963 CHEVROLET BELAIR 4 door, 6 cyl., aut., very nice car, finished in blue with matching interior. Lic. 392C3H.	\$1295	\$?
1962 FORD FAIRLANE V8 aut., Rebuilt engine in perfect condition. Lic. 773249.	\$995	\$?
1962 CHEV 6 cyl., std. finished in white, all std. original finish, far above average condition. Lic. J1277.	\$995	\$?
1962 FALCON Deluxe in exceptional condition, worth far more than our asking price. Lic. 12731L.	\$895	\$?
1962 FALCON Std. Finished in black with red interior. Very nice car. Lic. 82988.	\$850	\$?
1962 MERCURY MONTEREY 2 door hardtop. This car has to be seen. In showroom condition. Runs like new, finished in brown with matching interior. Lic. 79405K.	\$995	\$?
1962 PONTIAC PARISIENNE 2 door convertible. V8 aut., P.S., P.B., radio, white walls, very nice car. Has to be seen. Lic. K50768.	\$1595	\$?
1961 FORD 6 cyl. std., in beautiful condition. This car has had good care since new. Lic. 35237H.	\$795	\$?
1960 CHEV 6 cyl., automatic, good running car. Lic. J3205.	\$495	\$?
1960 FORD 6 cyl., automatic. Good running car. Lic. 578413.	\$475	\$?

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MONDAY, MAY 22

HOLIDAY 8:00 P.M.

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ART HAWES

Scores were rather good at Maple Rock Shooting Range this week. Dave Johnson topped the list with 23. Wayne Leadston had 22. Gord Clow 22. John Shadbolt 21. Art Hawes 21. Brian Hammond 21 and 20 and John Zuhisdorf, 19.

A meeting and election of officers was held by Maple Rock Trap Team this week. Officers for the coming year are as follows: president, John Shadbolt; vice-president for trap shooting, Wayne Leadston; vice-president for the hand gun club, Dave Johnson; secretary-treasurer, Art Hawes.

It was decided to have a vice-president for trap shooters and the hand gun club. The hand gun club range is not in yet but we have hopes of getting this done in the near future.

By having interested parties to represent both those interested in trap shooting and hand

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