

In discussion with director Paul Campbell about the February 1, 1980 Men's Night we found that the entertainment has been booked featur-

... but not February 1st

ing Gary David, a stand up not only a bargain but also a comedian who's a Cannon

look-alike, and Darianna who does some neat stunts with fire. Paul says that this together with a \$500 elimination draw, various games, and a \$6 ticket price makes it

night to remember. Tickets are available through the Raider's executive, Kentner's Dairy Bar, and various other outlets . just ask - someone will know.

"PROGRAMS! Get your programs"

Each week Raider fans are offered a copy of the Raiders' official program. The program, like those of most teams, provides some articles of fan interest and the lineup for the game.

This is when the similarity ends - the Raider program is a real bargain of value and information. Included in it: A) The fan benefits from 17 opportunities to win merchandise or services, far in excess of the price of the program.

B) Some ads in the program are redeemable with the merchant for products, again in excess of the value of the

program. C) The Purchaser could win a trip to Florida at the end of the season.

D) Each program purchased, by a fan for 25 cents sends a donation to a local Boy Scoul troop who sell the programs on a commission

E) The team raises a major portion of its annual operating costs through the sales of ads in the program. These funds are raised prior to the team starting the season and represent an excellent guide to the executive as to what kind of an 'economic year' the team will enjoy.

F) Information to fans:

1 Updated line-up compiled on day of the game. 2 Accurate league and

team statistics. 3 A coming events information centre which enables fans to keep informed of future Raider happenings.

4 The advertisements provide the fan with a list of businesses which are willing to re-invest in the commun-

G) The contract to produce the program is a significant order for the local printer who produces the program. This is again a benefit to the local business scene.

H) The solid base the programs funds provides the team with, enables the executive to work a balanced planned budget without the emergency-poor planned project sometimes supported in vain by the community.

The Pres says.

HAPPY NEW YEAR

Well I guess by now everyone knows the Raiders did a lot of scoring on the weekend, 18 goals in all, however not all was rosey as they lost on Saturday night 9-8 to Barrie. It seems that after arriving home at 4 a.m. Saturday the boys can't get it all together again for the next night. I think anyone who has been watching the team of late will have to agree that they are getting it all together and this weekend road trips, Collingwood Friday and Dundas on Sunday should give management a good insight into how well we are progressing.

This week the team must cut back (Jan.10,'80) to 21 players from 25 however the team has only 19 players currently signed and no further cuts are anticipated. The Raiders expect a new arrival in camp on Monday night and the perennial look for another defencemen will continue.

I hope you can all participate in our extra events coming up:

1. DANCE-Booster Club Hall . \$5.00 Jan. 19, 1980. D.J. - Dave Smallwood

2.MEN'S NITE - Elks Hall \$6.00 Feb. 1, 1980 Elimination Draw 3. HOCKEY HERITAGE Holy Cross Hall Feb. 12, 1980

> See you at the Rink Yours Sincerely Bob Hooper.

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Planning a trip to Florida? Joe Hofstede, Sophie Henley and Finn Poulstrup browse through a brochure on Florida, dreaming that they may be the ones to win the Halders' trip to the sunny southern state. Hofstede of Wigo TV and Appliances is the program advertiser who each week donates a portable radio as one of the program's prizes. Henley represents Barber and Henley, who sponsor the Florida trip. Poulstrup is the program chairman.

(Herald photo)

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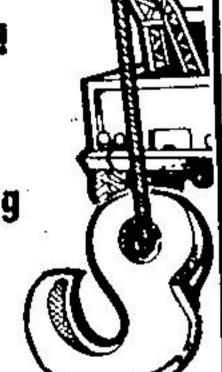
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