

Sports Outlook

BEELINE TRAVEL
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 5 Wesleyan St., 2nd Floor
 Downtown Georgetown
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New hockey equipment system unveiled

Toronto-With hockey season upon us once again players and parents are faced with the annual ritual of venturing to the local sports store, frantically sifting through piles of hockey equipment in search of the right models and sizes.

Safety, comfort, versatility and, of course, cost are all important considerations when it comes to hockey equipment. Unfortunately, making the right choice has not always been easy. For example, there are at least 50 different shin guards on the Canadian market. They come in a broad range of styles and sizes. Add to this the general disarray in which hockey equipment is usually displayed in stores and it is clear that consumers often find themselves in the penalty box when it comes to buying hockey equipment.

To help solve this problem, one manufacturer has decided to make the selection process easier. For the upcoming season, Cooper Canada is introducing a new packaging and display system which incorporates an easy-to-use selection process. For the first time, all hockey equipment will be packaged in neat, clearly labeled boxes eliminating the old polybags and header cards. Anyone walking into a store, regardless of his or her level of knowledge, will now be able to follow a few basic steps to select the most suitable hockey equipment products.

The system runs on the premise that hockey equipment must be

carefully selected to match the player's size and level of play.

With this in mind Cooper's new system uses a simple three-step selection process. First the buyer measures himself or his youngster by following the clear instructions on each Cooper hockey equipment box. Then, using the level of play categories, he determines which model is most appropriate. All Cooper hockey equipment is categorized into five playing levels: Super Pro, Pro, Senior, Junior Pro and Junior. Again each hockey equipment box is labeled with one of these categories. Finally, the buyer selects the piece of equipment packaged in a box displaying the appropriate sizing color code and playing level category. By following these steps the customer is virtually assured of selecting the most suitable piece of equipment.

The new system means that customers will no longer have to shuffle through piles of poorly organized merchandise randomly trying on equipment. The system is tidy and efficient. All information is clearly outlined on every box and most stores carrying Cooper equipment will have specially built "Cooper Sports Centres" which will neatly display all the products and a sizing chart.

Chris Clark, Vice President of Marketing for Cooper Canada, says the new merchandising system was developed as a result of consumer demand for more information.



A National Lifeguard certification course was held at the Georgetown Indoor Pool last week where 13 local aquatic enthusiasts were put through their paces by district instructor Phil Midgley of Brantford. Shown here attending to "victim" Wade Serjeantson during a spinal board drill on Sept. 1 are Justine Dalnard, Kelly Trant, Heather Le Fleuvre, Ian Belton, Twilah Goldening, Michael Zuraw, Lana Jeremy, Jennifer Knapman, Beth Young, Jennifer McLaughlin, Leslie Parkinson and Jan Goodfellow. (Herald photo)

A Look Back

QUESTION

What local squirt girls softball team claimed the Halton Rural Minor Softball Association Championship in 1987?

ANSWER

Glenn Williams

DENTURE THERAPY CLINIC
A.W. TRENTON, D.T.
 18 CHURCH STREET
 GEORGETOWN
 ACROSS FROM LIBRARY AND CULTURAL CENTRE
877-2359

Halton Hills RECREATION & PARKS DEPARTMENT
 877-5185 453-2411
Leisure Lines

Fall registration

The Town of Halton Hills Recreation and Parks Department is now taking registrations for our fall programs. Choose from Interior Decorating, Ballroom Dancing, Horseback Riding, Adult Learn-to-Skate, Knitting, Sewing, Fitness and more.

Sign up now for one of these exciting new programs! For more information see our Fall and Winter Brochure or call 877-5185 ext. 261.

Hockey trainers clinic

Registrations are now being taken for the following Hockey Trainers' Clinic: Wednesday, Sept. 14, 1988, 6 p.m. - 10:30 p.m., Acton District High School, Trainers One.

Be sure to register at the Recreation and Parks Department Office. Call 877-5185 ext. 261 for more information.

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RUN WALK JOG RIDE WHEEL
 The 8th annual
TERRY FOX RUN
 Sunday, Sept. 18th
 For more information:
TELEPHONE 873-0391
 LOCATION: Georgetown District High School
 TIME: 8:00 a.m. - 12:00 Noon