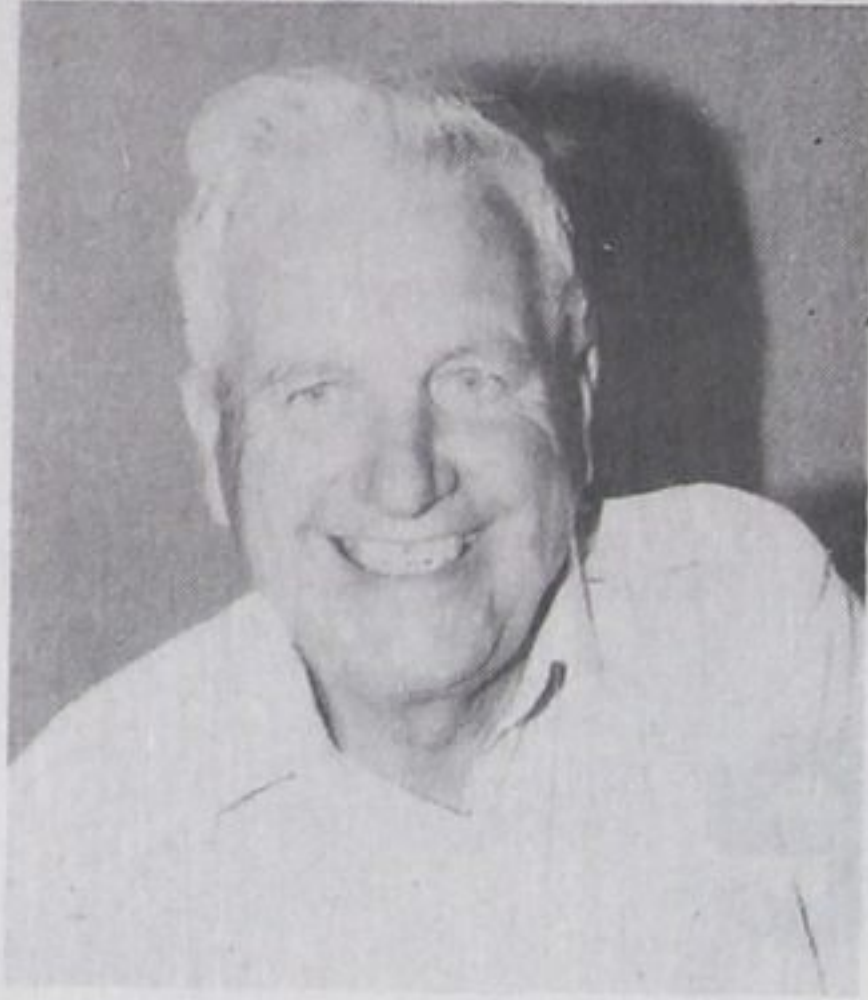




Penetanguishene Curling Club News



Curling babies should be born pre-season

Between the sheets

by Ed Pearson

and David Gravelle had also showed up for work. Bill Howard was on the scene; he told me that he would have a good supply of curling needs when the season opens.

Ladies

Talking to Joan Gregoire, Ladies Drawmaster, she reports that most of last years lady curlers will be out again except for those that have showed up pregnant. Really ladies, we are very happy for you but would you please arrange to have your babies before the season starts in future. Joan Bryant will be the Ladies President and Judy Stevens Vice this year.

Seniors

Alvin Gropp is confident that the Seniors will be able to ice six rinks for our Wednesday afternoon sessions. So far there has been no reports of any pregnancies among our senior lady members.

The Senior league will be free to club members; non-members are invited to register during sign up time, evenings at the Club the 10th of September, 11th and 14th. Yearly membership for Senior's Wednesday afternoon league will be \$30.

Kings head to Barrie

Two of our popular curlers will not be back this year and will be missed. Debbie and Terry King are moving from the area. Terry has had a promotion with the Hydro and will be working at the Regional

office in Barrie. They both said that they have enjoyed curling at

Penetang and hope to get back for some of the Bonspiels. They hope to attend the opening Bash on the 8th of October.

We hope that everyone will be out for the Big Bash. It promises to be a gala affair. Ron Bellisle reports that hospitality supplies will

be adequate. The interior panelling will be completed in all its gleaming glory, some secret wall-hangings will be unveiled and Roger Moreau has promised to wear a new baseball cap for the occasion.

Good curling.

The days are getting shorter and the winter people are starting to come out from wherever they go during the summer. The curling season is upon us.

Housekeeping

A volunteer working party was down at the club last week doing house repairs under the eagle eye of the straw boss, Tim Lindsay. Some other live wires from Hydro, Dave Yeoman, Don Reid, and Terry Alderton were working inside the rink. For the first time everyone had the hammer and were busy nailing pine panelling on the south wall under the supervision of Roger Moreau, whose company, Perkinsfield Rustic Furniture, had supplied the lumber.

Outside, others were taking it to the trenches. Bob Maurice, Norm Hewitt, Larry Duffy and Bob Laurin were all wielding brushes to tar the south lower wall and apply 1 1/2 inch blue insulation.

Mel Wright, Everett Brooks and Norbert Deroches had already done the excavations.

Tim told me that Glenn Bryant, Bill Van Ryen, Kirk Ure, Ray Gad-dury, Felix Ladouceur, Ted Ross,

Maxwell named team manager

On the broom

by David Gravelle

You would think the future would be so bright for Russ Howard following his rink's World Championship win, he'd be walking around with shades on.

Well, think again.

Money-wise, the World's Number One team hasn't reaped the benefits that may or may not be out there in terms of cash, revenue from TV and radio commercials, product sponsorship and so on.

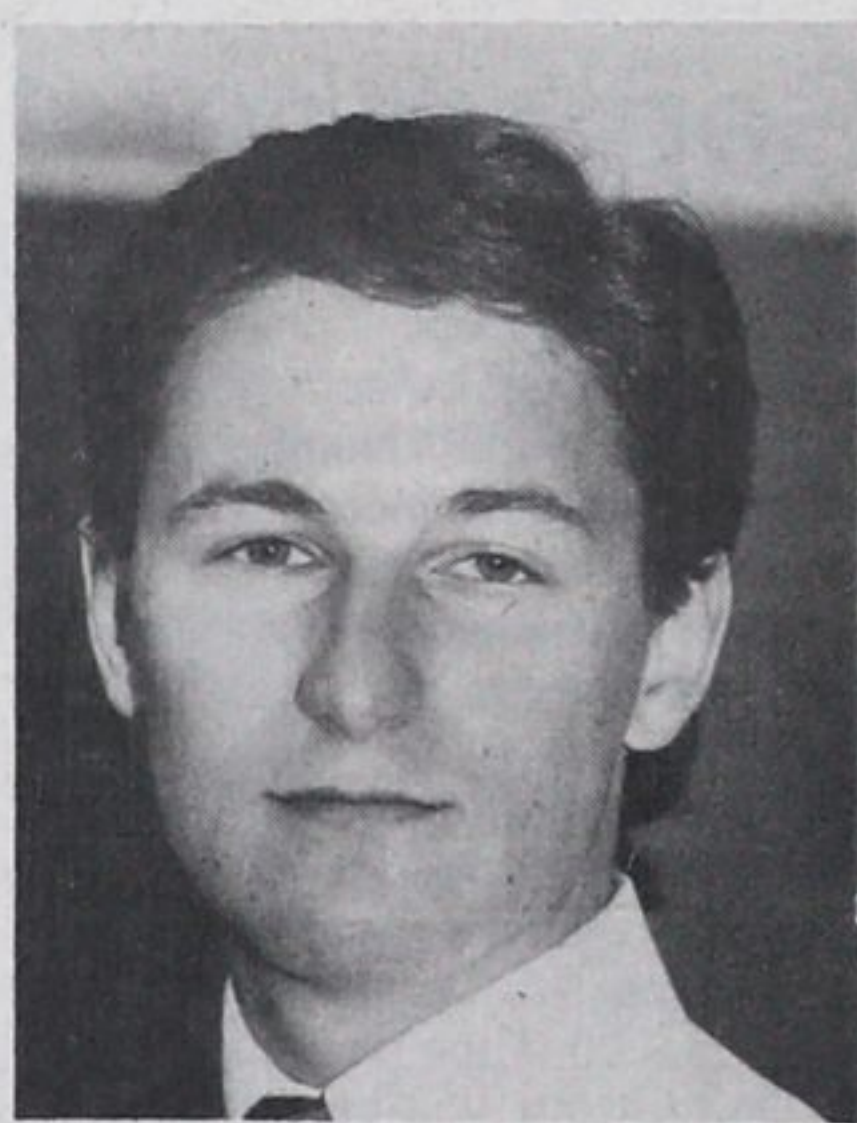
The "Fastest Man on Earth" Ben Johnson, who recently won the 1987 100 metre World Championship, will make \$500,000.00 this year.

The Russ Howard rink, in comparison, may make one per cent of that, break even, lose money, or if they are really lucky and win a few major events (other than the Brier and the World's) maybe 10 - 15 grand. By anybody's standards those are pretty slim pickings.

Russ has had some offers from various companies interested in using the Howard name. But, the story is always the same. In return for the champs name is minimal amounts of cash and lots of product.

As Russ put it as we chatted at the Brooklea Golf and Country Club this summer, "You only use one pair of shoes a season, and maybe two brooms." The product deals for curlers, when you really look at it, aren't that auspicious when cold hard cash isn't thrown in.

The Russ Howard rink is not greedy. They are not like Marilyn Darte who, after winning the Women's World Championship in 1986, went door to door in St. Catherines and picked up 40 grand from her fellow businessmen.



However, Russ and his rink have gone about scoring some dollars in a more diplomatic fashion. They have semi-hired a team manager to find open cheque books of those interested in using the team's status for their business.

This man should be familiar to you. He was up here in Penetang for the town's "Salute to The Champions" to present the Howard rink with the World Championship banner. He's none other than the Publisher of the Canadian Curling News and a Vice-President of Hexagon Curling International, Mr. Doug Maxwell.

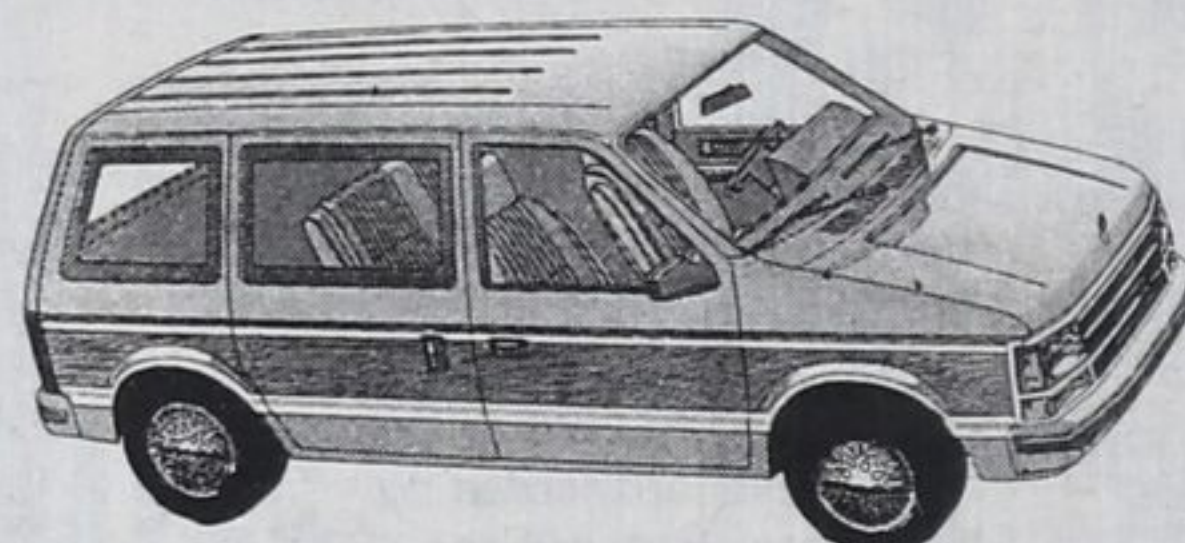
Doug's skills as a broadcaster, journalist and curling entrepreneur should pay dividends for the Howard team. Together they can promote the game, the Penetanguishene Curling Club, and put some bigger bills than 20's in the pockets of our World Champions.

Because, for Pete's sake, they deserve it.

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