

BY RON CRAINE



INDIANS NEED FAN SUPPORT

How is it that a certain football team (professional type) can lose nearly every game through the season and still pack the stands for every game? At fairly fancy prices to boot. On the other hand the local football Indians are a solid, winning ball club and don't charge anything at all. And yet, at nearly every game the player complement of the contending teams outnumbers the spectators.

The Indians are not alone in the very apparent amateur sports' limbo. Junior hockey clubs all over the country are faced with a dearth of fans while lacrosse has almost faded completely out of the picture. At the moment softball seems to be coming on strongly but baseball is really in the doldrums.

There is not much doubt that television has made vast strides towards changing the habits of sports fans generally. Why watch junior hockey and pay admission to an arena when you get the pro stuff for free on the living-room idiot box? Who wants to be bothered wandering out to the local park to see baseball when top teams are giving their product away to millions of T.V. viewers? The same story holds good for football. Everybody wants to see the pros go at it from the comfort of an easy chair. Maybe softball is growing because no one has yet seen fit to televise it on a regular basis. This loss could be softball's gain!

This whole situation of the decline of amateur sport is a worrisome thing. Naturally enough, no sponsor is going to pour money into a sport that not a single solitary soul seems interested in. Sponsors are gradually fading from the scene and clubs are finding the financial going too tough to buck. The conclusion is inevitable.

Professional athletes who entertain and thrill people via the medium of television were not just born that way. They learned to play the sport that earns them their livelihood on amateur teams where they got a good start toward learning the skills of their chosen profession. Amateur sport is almost like an apprenticeship system. If the time should come when amateur sport is just about dead, where then do the professionals get their training? The end result could possibly be a decline in the calibre of the professional game.

High moguls of professional sport in Canada and in the United States are very much concerned with the decline of amateur sport. As they well should be — this is the source that provides the highly skilled athletes who hold an audience of millions enthralled. The high moguls in turn can command a fat fee for T.V. rights to their skillfully packaged product.

Just how enthralled a television audience will be when the calibre of the sport declines is another question. Boxing took a tremendous beating from television. In the beginning boxing was television's darling — everybody and his brother watched the Friday night fights and the amateur bouts became virtually impossible to promote. The inevitable result was that the good boys eventually quit and there was no one left to come along and inherit their mantle. Boxing began to smell out loud and what was once big business is now nobody's darling.

If anyone should get the idea that this is a plea for a little more interest in local amateur sport then they are absolutely right. That is just what it is. Nobody is asking for a big hand out or even a small one. What is really needed is a little interest displayed and a goodly crowd of interested spectators is the only help needed. Amateur sport is usually fast, rugged and furious. This is where it all begins, the place where a boy learns his craft and gives his all in the hope that someone, somewhere, sometime, will realize that he is worthy of playing as a professional. Maybe they are not as polished as the high budget pro clubs and quite often they are not as gaily garbed, but the desire and try shown soon make a spectator realize that he is seeing something well worth watching.

How about coming out to a couple of Indian football games for a start and then when the season ends taking a crack at watching amateur hockey? You will find both sports very enjoyable at the amateur level and if you enjoy professional sports you will be doing yourself a big favour, the interest that YOU show will KEEP amateur sport ALIVE and guarantee that the high standards of professional sport will be maintained for years to come. Isn't it worth a try?

A SPEEDY RECOVERY FOR DR. CAM COWAN
Dr. Cameron Cowan, prominent Richmond Hill physician and sportsman extraordinaire, has had to submit to surgery to correct an ailment. On behalf of his many, many friends (and they are legion) we should like to wish him a speedy recovery and hope that he will be in fighting trim real soon. Just how they are going to keep the good doctor in bed for any length of time is anyone's guess — tie him in probably! The schedule kept by the doctor would wear out many an eighteen-year-old and we have a hunch he will not be down any longer than absolutely necessary!

BEST WISHES TO BING LEW
The main business section of Richmond Hill acquired a new look recently, Bing Lew the happy host of the Town Inn has added a take-out service section. It adds a touch of glamour to the local scene and it is quite probable that rice and bean sprout sales in this area will hit a new high.

Bing Lew has done more for sports and sporting events locally than most people realize. We hope his new venture turns out to be a thundering success. He deserves it!

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Roughrider Star In Town
Everybody loves a football hero — especially the young children — and Saskatchewan Roughrider backfield star Roy Campbell gets undivided attention from the above Richmond Hill youngsters. Roy was visiting the home of Mr. and Mrs. Wilfred Barnes of 234 Tampico Road Richmond Hill, Saturday in between weekend encounters with the Montreal Alouettes and Toronto Argonauts. Shown with Roy, left to right, are Ken McDowell, Brian Bedwell, Brett McMaster, Craig Foss. Mr. Barnes was on the board of directors of the Saskatchewan team in Regina in 1962 and Roy was renewing old acquaintances.

HIGH SCHOOL SPORTS

THORNHILL SECONDARY
Thornhill senior cross-country team brought a new Georgian Bay championship to the school last Saturday by winning the senior event in handy fashion. Five of the first 10 to cross the finish line were from Thornhill. Mike Chuvalevich finished in second place, Matt Heimonen third, John Snider sixth, Warren Jackson eighth, Bob Phinimore 16th and Harry Morrison 20th.
In the junior event young Bill Joy finished in 80th position out of 103 competitors. This may not seem much of a much on the surface, but Bill Joy only just turned 12. Even finishing the rugged course is a real feat for a boy of his age!
Thornhill's junior football team defeated Bayview 8-7 last week and ended up in a three-way tie for first place in the loop. Paul Rivers, Jim Kellam, Glenn Hooper and Dale Crouter paced Thornhill seniors to a 14-7 decision over St. Michael's College.
A composite soccer team of junior and senior players carried out a 4-1 victory over Northview in a return exhibition softball game.

RICHMOND HILL HIGH
Tim Dysart, Allen Boone, Colin Deschamps, Jim Austin, John Bookalam and Steve Kerwin came close to copping the Georgian Bay golf championship for the Hill school last Saturday. The team had a gross score of 512 while Barrie came through to win with a gross of 511.
The junior soccer team down-

Pheasant Season Attracts A Large Body Of Hunters
The park superintendent at Sibbald Point and Earl Rowe Provincial Parks report the controlled pheasant hunting programme being conducted on both of these areas is being well patronized by sportsmen.
The season opened October 16 and during the first four days a total of 54 hunters used the area at Sibbald Point and were successful in bagging 81 birds. This figure shows a considerable interest by hunters over last year when 38 hunters bagged 50 birds during the same period.
In order to expand the facilities for controlled public hunting of pheasants, this year an area at Earl Rowe Provincial Park is being managed for the first time. During the first four days of the season a total of 17 hunters used this area and report they had bagged 24 birds.
In managing this hunting programme, adult birds are released into the field each day and the numbers released are related to the number of hunters using the area and the number of birds already released and still available to the hunters. A daily hunting fee of \$5.00 per hunter is charged for the privilege of using the area. The season will remain open in both of these areas until November 30.

AURORA: The next Red Cross blood donors' clinic will be held at the United Church parlors here Tuesday, November 12. Announcement was made by Floyd Corner on behalf of the Aurora Rotary Club.

Rod & Gun Club Does It Again
John Moore is fishing director at the Cedar Rod and Gun Club. Any information on fishing the Nottawasaga area can be had by writing to Box 23, "The Liberal". The answer to your query will be forthcoming from Mr. Moore.
Just to prove that John knows what he is talking about, the accompanying photo shows one day's catch in his favourite area. The one in his left hand is an 11-pound pickerel, while in his right hand he is holding three rainbows ranging from nine pounds down to a pound and a quarter. How's that for a day on the Nottawasaga!

Indians Down E.Y. Lions Finish Second In League

East York Lions got their fairy tales mixed up last Saturday as they scoffingly referred to the Indians as a "Cinderella" football team. They forgot that the poor, underprivileged orphan triumphed over the ugly stepisters and went on to a better future. And to prove that they were worthy of the "Cinderella" tag the Indians hung a 21-14 defeat around the Lion necks.

Out of action for the past two weeks, the Indians got off to a slow and painful start. With regular quarterback Bill Dunn absent (due to making noises like a proud new daddy), Louie O'Halloran was given the nod as the throttle jockey. He never got too much chance to show his wares as the Indians were backed into their own end through the whole of the first quarter.
East York elected to receive the kickoff and McIntosh was forced to kick into a strong west wind. Some good Lion blocking on the return saw the East York team with a first and 10 situation on the Indian 30-yard line. Two line plays netted them five yards and the Lion quarterback elected to gamble on a third down pass play. He overthrew the intended receiver as the Indians took over on their own 25-yard line.
O'Halloran attempted to get the Indians moving with a passing game but was forced to eat the ball on his own 10 for a 15-yard loss. Levi Snook was called on to punt from his own end zone. On all Indian kicking plays the fast Bob Sheridan is back in an inside position. This time a bad snap sailed over McIntosh's head and Sheridan recovered in time to get off a short kick.
Lions took over on the Indian 15-yard line and were finally forced into a field goal attempt from the four-yard line. The kick was wide but sailed to the deadline for a single point.
From the first play the Indians were in trouble. O'Halloran called a double reverse but some mixup in the backfield produced a fumble which the Lions picked up on the Indian 22. A field goal attempt from the 17 yard wide and McIntosh was able to carry out to the five-yard line.

The Indians were forced to kick on a third and five situation and kicked short, with the Lions owning another first down at the Indian 22-yard line. East York called a line smash just after the kick off. A fumble in the backfield was picked off by the Indians' alert Ralph Murtry and he was finally spilled on the Lion 24-yard line. McIntosh moved into the quarterback slot with O'Halloran going to a flanker position. On a third and one situation, Levi Snook crashed to the nine-yard line. Some stout defensive work by the Lions forced the Indians into a third and goal to go situation at the East York four-yard stripe. A pro pass from McIntosh to Ron Sheridan caught the Lions napping and sent the Indians ahead 12-7. The convert was not good.
East York Lions bobbed the kick off and the Indians recovered on the East York 23-yard line. O'Halloran moved back to the quarterback spot and pitched out to McIntosh. McIntosh faked an end sweep and passed to Bob Sheridan for the major score. The convert was blocked and as the half ended the Indians were ahead 18 to 7.
After the half the Indians received the kick off and McIntosh (Continued On Page 10)

BOWL

CHALLENGE MATCH
On October 27 at Allencourt Lanes a challenge match was held between London's "All Star" team and Manufacturers Life team.
London's line-up was: Al Warham, Bob Maddison, Bryan Shute, Don Black, Cec Crane and Jack Wilson.
The home team was composed of Bob Kennedy, Bill Jackson, Bill Jones, Bob Weeks, Al Richardson and Arne Skretberg.
The first meet in London on October 6 was won by the London team. Manufacturers Life rebounded to take the second meet in a close fight right down to the last frame of the fifth game.
The local team was down 212 pins after the first game and although gaining ground with each succeeding game were still down 46 pins going into the fifth. Arne Skretberg, anchor man, came through with flying colours to pull his team ahead when he cashed a strike with his final ball to put his team ahead by five pins.
Talk about pressure bowling! The league standing as of October 25 has Manufacturers Life and Allencourt Lanes tied with 45, Turnbull Grocery 41, Dynes Jewellers 31, United Tire 26, Lake Simcoe Fuel Oil 25, ABC Bowling 24, Richmond Hill Auto Wreckers 22, Maple Snack Service 22, Rangers 20, Robert's Driving School 18 and Tom Hughes Shell 17.
There were three big shooters this week, with Stan Foster leading the way with 833 (331). Then came Bill Jones 827 and Art Higgins 803 (308). Shooting big 300 games were Bob Kennedy 343, Howie Inch 323, Gary Lind 312, Jim Cairns 307, Tim Saul 304, and Bill Paten 303.
Bob Weeks is still leading the high average race with 261, but Arne Skretberg is close behind at 260. Art Higgins at 255 and Al Richard 253 are the other top men.

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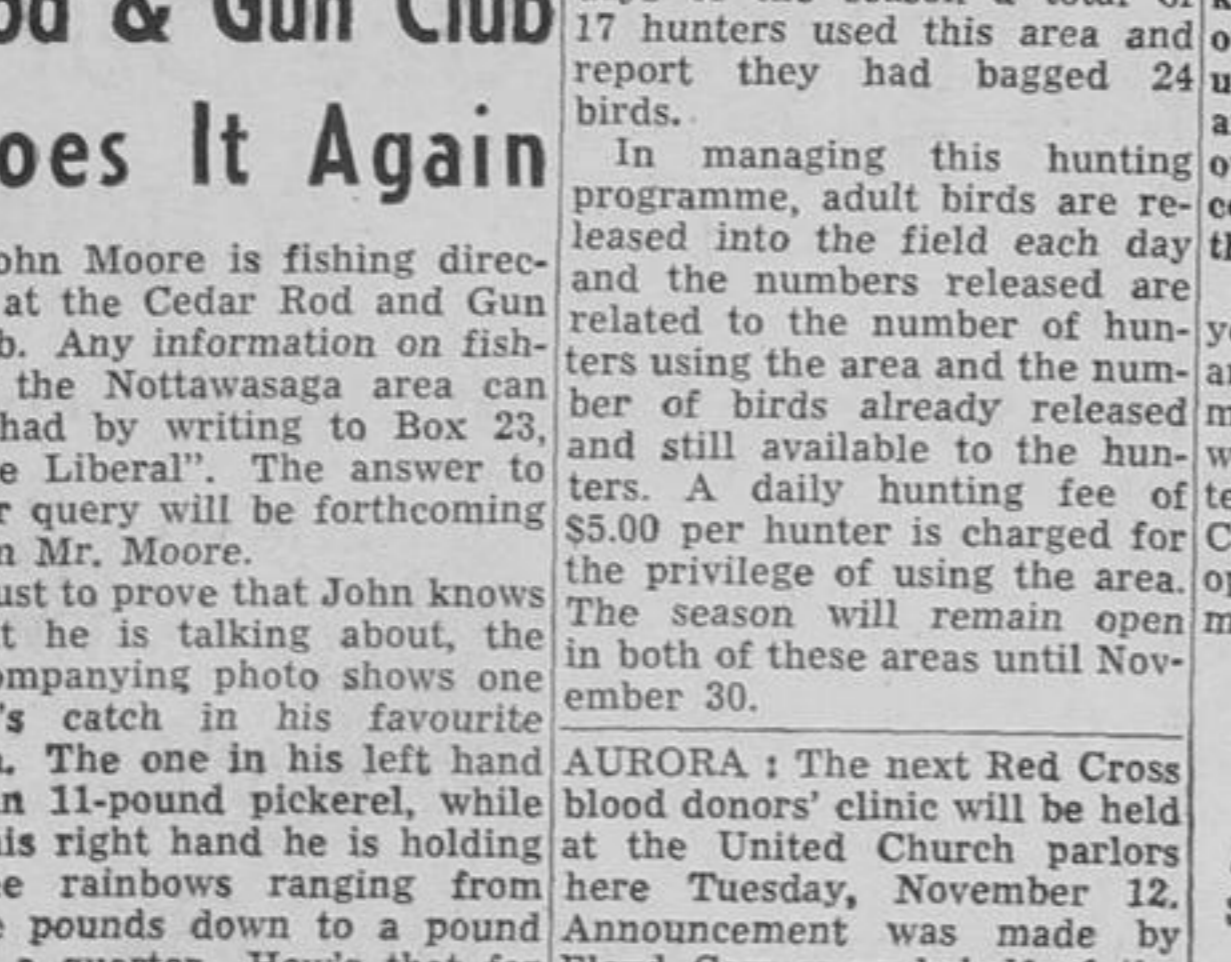
Every car dealer knows that despite his best efforts to render service he still loses a certain percentage of customers who fail to continue to patronize his dealership once they have taken delivery of their new or used car.
Why and how much of this repeat business is lost was surveyed recently by industry economists with interesting results. Taking an average 100 buyers, the tabulation showed S. ESPLAN that 48% of those buyers no longer patronized the selling dealer at the end of four years; 81% at the end of ten years.

The breakdown showed that 82% of the customers who took their business elsewhere in the first four years, did so on their own because of a combination of unadjusted complaints, discourteous treatment, poor service or indifference. The remaining losses were due to deaths, moving to other cities and being directly influenced to trade elsewhere.

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