# SPORT ECHOES

By Norman Macdonald
Summerside Bureau of The Guardian

## EAGLES FULL OF SURPRISES

Doggone it, these Eagles are chock full of surprises. Without three of their key players, they surprised everyone by giving the Combines a touch-and-go contest which, with a wink from Lady Luck, they might have won. All three key players return, the stage is set for a bitter battle, and the Eagles collapse. Unlike March, the RCAF team came into the League like a lamb, and went out like a light. But they certainly played like lions for a number of games in between.

In that third period the Combines put on an exhibition of pattern passing which we seldom see in local rinks. Of the six goals they scored, three were creations of real beauty—the kind of attack which makes the opposing team look as if they were playing "blind man's buff". The question arises— is the play of the Combines improving that much or did a defensive collapse on the part of the Eagles make them rise and shine in that manner? We'll split the difference with you on that.

## COMBINES PLAYING BETTER

We believe the "Combines are playing better hockey, the kind they are really capable of, but it seemed that the RCAF defence had lost a lot of its starch. What a stiff body jolt, or an accurate poke check would do to this picturesque polka of the Prince County attackers is something else again. We feel the Combines have reached the peak of their playing ability, and we'll have to wait and see what the pick of the Royals, Saints, and Penguins (minus a few juniors) can do about this.

Congratulations are in order — a little belated — to Mike Hennessey, for his recent appointment at Saint Dunstan's University. We believe Mike will fill his new position with credt to himself and to the university. Also congrats to Harry Callaghan, son of Pius, and to his colleague, Colin MacMillan, for their winning of the Atlantic Provinces debating crown. We don't know whether MacMillan belongs in the sports picture or not, but we remember Callaghan as a smooth second sacker and a distinct threat at the plate. Seems he can make a hit in the art of rhetoric also. A fellow can get some practice arguing with umpires, but these debates you always lose.

## S'SIDE MIDGETS STRONG

We watched the Summerside Midgets take the RCAF boys by the score of 9-2, and it looks as if they have another strong team this year. Alan Gaudet, who scored three of the first four goals, looks like one of the best prospects to come out of Summerside in some years. His goal-scoring efforts seem for the most part to be solos, but he does pass the puck quite a bit. Once he split the defence and was going right in on goal when he was tripped from behind. A penalty shot would likely have been called, but Alan while flat on his bread basket shot and scored, making the penalty shot unnecessary.

# DCA Shelves Motion Wed. Regarding Eligibility Rule

BRANDON (CP)—A motion suggesting rules of eligibility for curlers in national competition was shelved for another year at the annual meeting of the Dominion Curling Association Wednesday.

Reaction ranging from passive acceptance to flat refusal were expressed following the motion made by Bill McKay of Montreal, Quebec Curling Association delegate.

The motion suggested that a curler be ineligible for competition in the Canadian curling championships if he accepted remuneration for any instruction, written, oral or pictorial and that prizes for DCA-sanctioned competitions be limited to $150 a man or $600 a team.

The strongest protest came from British Columbia. Bob Topping of Oliver, B.C., who later was installed as association president succeeding J. Grant Pattee of Montreal, said:

"It's hogwash to call any man who writes instructive curling articles for newspapers a professional. He is really helping the advancement of curling. B.C. is unanimously against this motion."

**ISSUE SHELVED**

John Baker of Winnipeg, president of the Manitoba Curling Association, made an amendment to the motion sending it back to "a committee of five or six" for rewriting and presentation to next year's annual meeting.

The motion, in various forms, has been on the agenda of the DCA annual meeting since first presented in 1959 by Colin Campbell of Hamilton for the Ontario Curling Association.

Reading from a prepared brief, Baker said Manitoba agreed that any person who made his livelihood from the game should be declared ineligible, but "cannot reconcile the thinking" that sets a figure for prizes or travelling expenses to a national or international competition.

He said "commercial sponsoring of curling articles is one of the greatest evils we have to face and we hope this will be stamped out." He said he was referring to curlers who endorse wearing apparel and other accoutrements of the game for money.

Campbell said some form of rules of eligibility are necessary if curling ever is to be recognized as an olympic sport.

Campbell told the delegates that because Canada has the greatest number of curlers of any country in the world, the other countries are looking to Canada to set the pace in the matter of eligibility.

# Flyers Bomb Maroons 13-2

Parkdale Flyers crushed O'Leary Maroons 13-2 in an exhibition hockey game at O'Leary rink Saturday night.

The Flyers jumped into a 4-0 lead in the first period, outscored the homesters 3-2 in the second and then banged home six unanswered markers in the final 20 minutes.

Donnie 'Gunner' McCormick led the Flyers' attack with five goals. McGee accounted for three as did Lloyd Shephard. Billy Sherry got the other Flyers' tally.

G. Bernard potted both O'Leary markers.

Gerard Bernard, Summerside was the referee.

Kitchener - Waterloo Dutchmen this season, played at Squaw Valley, Calif., in the 1960 Olympics when the Dutchmen placed second behind the United States.

Wednesday, the Canadians, along with the seven other teams in the top bracket, had a one-hour workout at the slick new indoor stadium in the suburbs of Stockholm where the championships will be held.

After a hearty lunch back at their hotel they had another session this afternoon at an outdoor rink, arriving just as the sun broke through grey, threatening clouds.

**FOUNDED BY BELL**

The Alexander Graham Bell Association for the Deaf, founded in 1890 remains a world leader in work for the deaf.

# World Hockey Ch'ships Get Underway Today

By ROD CURRIE

STOCKHOLM (CP) — Trail Smoke Eaters, a rough-and-tumble club without a league, begin the hard climb Friday toward what they hope will be their third world hockey title in the unfamiliar position of slight underdogs.

The 10-day tournament opens today with three championship games on tap but Canada and the United States won't see action for the first time until Friday.

The clubs in the 21-country tournament completed their pre - tournament preparations Wednesday and one expert predicted that Canada's hopes of winning the championship would founder in the penalty box.

The Smoke Eaters play a hard game that often lands them in trouble with European referees. Coach Bobby Kromm of the Smoke Eaters frowns on dirty hockey, but he insists "it's still a hitting game."

The expert said: "The Canadians may play well on the ice. But their chances of capturing the championship probably will die in the penalty box."

But Kromm, who himself suffered a six-stitch head cut during a fracas in an exhibition game against Sweden last week, figures his charges are strong enough to come through when the chips are down.

Eight countries—Canada, the United States, defending-champion Sweden, Czechoslovakia, Russia, Finland, West Germany and East Germany—will compete in group A championship play. The other 13 countries have been divided into two other groups, B and C, not eligible for the title.

Today's group A schedule (times EST) Russia vs. Finland 6 a.m. Czechoslovakia vs. West Germany 10 a.m. Sweden vs. East Germany 2 p.m.

Canada meets West Germany and the United States plays Finland Friday.

Russia, a fast-skating, superbly fit team, is the favorite to dethrone Sweden. The Czechs also are given a good chance followed by the Canadians and Swedes. The U.S. is hardly rated after a disappointing five-week exhibition tour that ended with only five victories in 19 games.

The Smoke Eaters are virtually the same club that won the title in a close brush with Czechoslovakia in 1961, only the players are two years older and had to overcome obvious rustiness after their league folded.

**LEAGUE COLLAPSED**

The Western International League, in which Trail played 40 years, collapsed and Kromm substituted gruelling practices and a long string of exhibition games. In the beginning it was a disastrous show, but the Smoke Eaters improved during their European tour and won seven out of 10 exhibition games and tied another.

The Smoke Eaters swept into this Swedish capital from exhibition games in Finland Tuesday night, had two stiff workouts Wednesday and declared themselves all set for Friday.

Kromm, delighted by the addition of two new players from Canada, said after the practice sessions that with one exception everything is "in fine shape."

Centre Dave Rusnell, suffered a painful knee injury, has been warned by doctors that he could cause permanent damage if he insists on playing and has decided to sit out the tournament. The knee, badly swollen, has been drained several times but doctors said it would not respond to treatment if Rusnell continues playing.

The new men in the Canadian lineup, both veterans of international competition, are Bob McKnight and Bob Forhan.

McKnight was with Galt Terriers in the championships last year at Colorado Springs when Sweden took the world title and Canada was second. Forhan, of


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BERNIE GEOFFRION

## Bernie Geoffrion Unhappy Figure

MONTREAL (CP) — Bernie Geoffrion is an unhappy figure in the wake of Tuesday night's stick - throwing incident in a Montreal - Detroit National Hockey League game the Montreal Star says in a story from Detroit.

Geoffrion threw his stick and gloves at referee Vern Buffey in the first period of the game, won by Montreal 4-3.

"It was a stupid thing to do," the newspaper quotes Geoffrion saying. "I lost my head. How else do you explain it?"

NHL President Clarence Campbell plans to rule on the incident today.

"After 13 years in this league, it's a stupid thing to happen," Geoffrion said before the team returned to Montreal. "I'll tell you this, though, when I leave this league . . . I'll go out like a man who has scored 350 goals."

He has scored 247.

# Clay Warns Jones, Poets To Beat It Out Of Town

NEW YORK (AP)—Cassius the Great blew into the big town Wednesday. "I'm Cassius Clay and I'm the greatest," trumpeted the all - conquering young heavyweight as he stepped off the train from Miami.

Cassius has two big battles coming up—one with contender Doug Jones in Madison Square Garden next Wednesday night and the other a poetry free-for-all with beatnik bards in a Greenwich Village bistro Thursday noon. He all but warned Jones and the other poets to beat it out of town.

The Louisville Lip again predicted disaster for Jones, a good puncher who never has been stopped.

When the match was first made, Cassius prophesied: "If Jones wants to mix he's gotta go in six."

At the railroad station here he warned would-be customers to get to the fight early.

"I might cut it down to four," he shouted. "Get there early, I might cut it to one."

**WARNS POETS**

As for the poets, Cassius warned them to watch out for a new Shakespeare.

"I'm preparing an epic poem for them," said Cassius. "It's called 'An ode to a great champion—Cassius Clay'—by Cassius Marcellus Clay."

The handsome 1960 Olympic champion, 21, said he weighed 208 pounds—"a good knockout weight."

"I'll weigh 23 pounds more than Jones," he said. "I'm twice as fast and thrice as pretty."

Clay couldn't resist taking another dig at heavyweight champion Sonny Liston.

"Right now we're on an unfriendly basis," said Cassius. "I don't like Liston and he don't like me. After that Jones falls, I'm gonna take care of that big, old, ugly bear."

It appears the Garden is headed for its first boxing sellout since middleweight champion Jake LaMotta beat Italy's Tiberio Mitri on July 12, 1950.

**FOUND NO SEAT**

Historian Thomas Carlyle once complained he could find nowhere to sit at the British Museum except at the top of a ladder.


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TENDER

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The Department of Public Works reserves the right to reject any or all bids.

J. PHILIP MATHESON
Minister of Public Works

P. O. Box 2000
Charlottetown
Prince Edward Island
March 1, 1963.

# TV Ratings Challenged By U.S. Trade Commission

WASHINGTON—Your favorite television program goes off the air, doomed by low ratings.

Just how accurate are these oracular reports, treated by the television industry as if Moses brought them down each month from Mount Sinai?

Not very, according to the Federal Trade Commission. A U.S. government agency, a U.S. government agency. Last week it catalogued a variety of faults with the ways the three biggest ratings services measure audiences, including both the way they gather data and the way they announce their findings.

The services involved were the Pulse, Inc., C-E-I-R, Inc. (parent company of American Research Bureau) and E. C. Nielsen Co.

The FTC said all three have agreed to stop misrepresenting the accuracy of their radio and television audience measurements and to stop using bad survey techniques. But the awesome power of their decimal findings is expected to continue. Lawrence Laurent, Washington Post television critic, put it this way:

"The television industry, like the common man, who keeps

These were some of the procedures the FTC said lead to error or bias:

Both Nielsen and C-E-I-R fail to count the effect of people who refuse or fail to respond or co-operate. Both also fail to disclose the number or percentage of people who don't respond.

Both use data derived from diaries, but some of the diaries contain hearsay reports or estimates. The FTC said in some cases, C-E-I-R's only subsequent contact with diarykeepers was to provide them with a new diary.

Nielsen, considered the most influential television rating, was found to base audience totals "partly upon measurement and partly upon projection based on obsolete ballot surveys." The FTC also found that Nielsen publishes "what purports to be complete radio audience ... although it does not measure portable and tra...

listening or tuning."

Pulse, said the FTC, adjusts "sets-in-use" figures upward by 20 per cent for morning programs and 40 per cent for evening programs "without research to justify such adjustments." Other Pulse shortcomings included use of data from reports containing the general preference of a person, not what he actually saw.

The FTC also said that while all three services say they measure an accurate sample of the total audience, this is not so. Since their rating techniques rely on use of accurate samples, the reliability of the final ratings cannot be determined.

The services will now have to qualify their reports and change some of the ways they get their data. This is unlikely to be much help to quality programs that died—or w... for ratings


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