

BOMBERS DESTROY SWAMPERS

by bob hess
sports editor

The Red Bombers crushed the Mt. A Mounties 72-6 last Saturday to take a 22 point lead in the point spread which will likely decide the league champion unless St. Mary's defeats S. F.X. this Saturday at Antigonish.

The Bombers went into the game expecting to have to win by 70 points, which is definitely a poor way to play a ball game.

U.N.B. opened up an early 17-0 point lead in the first quarter with John Mitchell opening scoring with a 27 yd. field goal; which was followed in quick succession by a 54 yd. T.D. by Houston MacPherson on a pass from quarterback Peter Merrill. Next, Merrill himself scored a 5 yd. quarterback sneak, and Mitchell converted both T.D.'s.

The second quarter was by far the worst for the U.N.B. squad as they only outscored Mt. A. 12-6. Flanker Rick Kaupp scored first on another pass from Merrill but Mt. A. came back to score on a one yard plunge by halfback Dave Church. Mt. A. were helped by a U.N.B. fumble on their 1 yd. line, and then a questionable interference call gave the Mounties a first down on the 1 yd. line, where they went on to score on their first try. End John Wallace closed out the scoring on yet another pass play and Mitchell added both converts. The score at half time, 31-6, for U.N.B.

The Red Bombers were given a great lift at half time by hearing that the Acadia St. F.X. score was tied at 28-28. The Bombers then realized that they would be in a good position to win if they could

score a lot of points so they went out in the second half and did just that.

End Gary Norcott took QB Merrill's fourth T.D. pass to open the scoring in the second half. After fumbling the convert attempt, holder Joel Irvine ran the ball into the end zone for a two point conversion. (In the latter part of the season Irvine has become easily the best punt return man in the league and his long runbacks often give the Bombers fine field position.) Wally Langley and MacPherson scored unconverted touchdowns, both by passes, to round out the scoring in the third quarter with U.N.B. ahead 53-6.

By the fourth quarter the Mounties were right out of the game and only the clock stood between U.N.B. and a fantastic score.

Defensive halfback Art Stotart intercepted a Mt. A. pass and ran 30 yards for a touchdown which was converted by Mitchell. Peter Merrill then threw his seventh touchdown pass of the game to Rick Kaupp (which went unconverted) and Merrill then scored his second T.D. of the day on a one yard plunge. Irvine then rounded out the U.N.B. scoring when he passed to Gary Norcott for a 2 point conversion.

The Red Bombers all played well against weak opposition but special mention must go to QB Peter Merrill who threw 7 T.D. passes and scored 2 more himself. In the passing department he was 18-31 for 464 yards.

REFLECTIONS:

It was very unfortunate that the Red Bombers were forced to run up the score because the Mounties were obviously a poor team and losses like that will do their recruiting no good.

The Bombers feel that they have a good chance to go to the Atlantic Bowl as St. F.X. should not be able to beat St. Mary's by 23 points as the Huskies would be very happy to knock the X-men out of contention. The team we may get to play in the Bowl will be winner of the McGill-U. of Toronto game to be played this Saturday. McGill is favoured to win and U.N.B. head coach, Dan Underwood plans to be in Montreal scouting the game.

The Red Bombers wish to convey a great deal of appreciation to the many loud and enthusiastic supporters who went to Sackville to cheer the team on. They never sat down or shut up and our fans were clearly superior to the Mt.

A supporters. However, U.N.B. fans lost most of the fights after the game, although this was probably due to being severely outnumbered. U.N.B. also won "show of the day" as one fortunately unidentified U.N.B. student seemed to spend most of the second half urinating onto the field from beside the Bombers' bench.

This writer will now have to

apologize for the predictions that I made at the beginning of the season. I had picked U.N.B. to finish behind St. F.X., St. Mary's, and (horrors) U.P.E.I., who have yet to win a game.

I was pessimistic because of the lack of new personnel on this year's team, but the team molded and matured well and is now unquestionably the best team in the league.

BOOTLEGGING

By David Jonah

You are going to be hearing a lot about Japan in the near future. Osaka 70 will probably be good for reams of features and articles in any comprehensive magazine. But Japan has more going for it than a cultural explosion in the form of a world tourist promotion. The Japanese are presently building the most value for your money automobiles and their sales effect is being felt the world over.

Foreign import sales portion of the American new car market is expanding at a fantastic rate and Detroit's reaction is bordering on paranoia. New car market observers predict that foreign cars will top ten percent which borders on a total of one million vehicles this year. Consequently the market will be flooded with mini-barges like the stoddily built Maverick and Hornet. Even the out-dated, but versatile, VW is feeling the pinch of the Japanese built cars.

The VW started out as the leader in the invasion back in the quiet fifties; when only suicidal fools would buy one, and bankrupt oriented speculators would accept dealerships for the Wolfsburg Wonder. Now they are the leader in import sales, but the Japs are coming on strong and the amazing VW sales market domination is slipping.

The success of the Japanese Datsuns and Toyotas is due to the amount of consumer thoughtput into every model. Many options on Detroit cars are standard equipment on the Japanese makes, while costing much less than comparable equipped Detroit economy cars. The transistor radio fame Japanese hold true to their heritage of copying the best and constructing it better, at a cheaper price. Their automobile is the kind of car that Detroit, (Bless it's profit motive soul) should be capable of building.

The Japanese auto industry has constructed a durable car with snappy performance and basic functional design. Depending on your needs, more for your money car. Their biggest problem, now is trying to sell their product to a public who don't know of the value being offered them. They will have to find a better method of marketing because the American public are not used to true value, only put-ons.

The Detroit Robber Barons have a completely different approach to selling a car than the foreigners. The American auto industry rule in much the same way as American politicians. They make the market, by keeping their eye on the Gallup polls of the consumer market. They first find or build a market for their car then build the car to conform to the dictates of the market. A prime example of this is the Maverick. You don't build a particularly good car but build a good market.

The only thing left for the Japanese to do is observe the needs and build a better car for the market. Once they do this Detroit will really feel the pinch of lost sales and maybe then they will build a car of the same value. Detroit had better do this soon because they may have forgot how to build a car.

Japan's only problem now is matching the Yankee expertise in marketing which made a mini barge like the Maverick, a sales success. Maybe they will learn something about that from Osaka 70. Let's hope so.

Red Sticks Win Again

The UNB Redsticks strengthened their lead in MIAA field hockey by defeating the Acadia Axettes 2-0 at College Field last Friday.

Playing without the services of Karen Lee and Joan Battah, (lost due to injuries), the UNB team showed its greatest strength this year.

Scorers for UNB were Nancy Buzzell and Mary Moseyckuck.

The key to the Redsticks display Friday may have been the two exhibition games played earlier last week against the UNB Unicorns - the men's team. The Englishmen gave the team their toughest opposition this year, taking the two games 3-0 and 2-0. Monday of this week the Redsticks managed to tie the Unicorns 1-1.

Friday and Saturday the Redsticks enter their last two games of the season away against Dalhousie and Acadia. They must win these games to win the Intercollegiate Field Hockey Championship, which they are currently defending.



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