

Think winter Snowmobiles?

By TOM MALONEY
Times Staff Writer

Over 200 delegates to a Yamaha sales convention held at the Skyline Hotel last week took refuge from beer and barbecue temperatures to prepare for the upcoming snowmobile season.

While the inevitable winter months might not rank among your most predominant thoughts, Mississauga's Angelo Mosca will soon be following the virtues of Yamaha snowmobiles from your television screen.

Yamaha dealers, and doubtless other manufacturers' dealers would agree, say they are already beset by inquiries about new and returning products.

"I've got people from last year coming in and asking when they should order for the new season," said Cycle Craft owner Mike Brown. "Many of them are people that couldn't get what they wanted last year. They were unsatisfied with other machines and want to make sure they get what they want this year."

Despite Brown's reasoning one might presume that the early-bird snowmobile customer is best labelled a fanatic, the type of person that merely endures the warm summer months in impatient anticipation of having his nose frostbitten and moustache whitened, while whirring around during a blizzard. But snowmobiling is Canada's third fastest growing recreational sport, behind tennis and snow skiing, and has become a \$1.2 billion industry in North America.

Quebec has acknowledged the popularity of the motorized pastime with 32,000 miles of snowmobile trails and Ontario is again offering \$430,000 to clubs for trail-grooming.

Medium-power and mid-price range models, such as Yamaha's 338cc engine Enticer 340C are the most popular on the market, but manufacturers' product lines include both more economical and more powerful models. Yamaha, for instance, is excited about the prospects of the Enticer 250, a small and inexpensive machine, as well as the new Excel V, featuring a 535cc axial-fan-cooled engine.

The image of snowmobilers as roughnecks riding haphazardly over countryside and wildlife has changed, according to Yamaha advertising manager Murray Byrne.

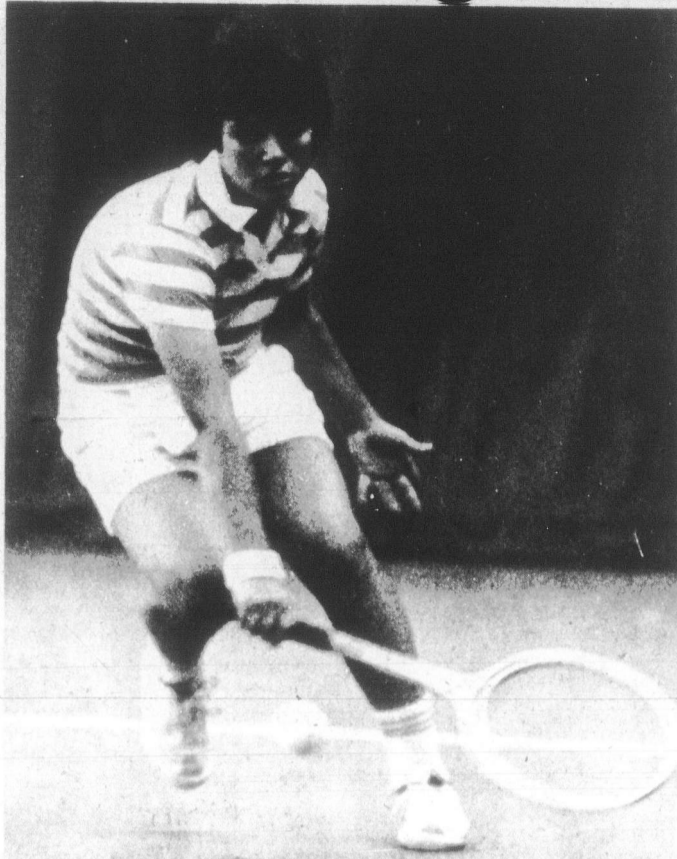
During any winter emergency, snowmobilers are out trying to help in any way they can," says Byrne, a Mississauga resident. "Snowmobilers have started to take on a respectable appearance in the public eye. There are a lot of snowmobilers who genuinely enjoy the sport that have been penalized in the past by a few roughnecks."

An emphasis is also being placed on safety. Snowmobiling is less dangerous than bicycling, baseball, ice-skating and even tennis, according to a U.S. Consumer Product Safety Commission. Snowmobile manufacturers will quote that report often, although it may be regarded skeptically by the general public.

An average hour of snowmobiling also uses less energy than an hour of indoor winter tennis, according to Yamaha, which therefore has an answer to both energy and environmental conservationists.

So perhaps this winter, you'll listen to Angelo Mosca and catch the fever of the snowmobile advertisements. Then, instead of vacationing in Florida, you'll purchase a snowmobile. It won't give you a tan, but it will last a lot longer.

Polar's big in summer heat



Polar bear down

Photo by DOUG HYATT

Tory Thomas of Cobblestone Courts won beat Lynn Salo 6-1, 7-5 Friday. Thomas girls 14 singles title last week. Thomas lost in doubles during Polar Cup final.

The Polar Cup. That's a nice name for a snowmobile derby or a snowball throwing contest but neither was in evidence in the heat at Toronto Mayfair Tennis Club last week.

The Polar Cup turned out to be a massive junior tournament that organizers hope will evolve into an international tennis tournament.

"It was the catchiest name we could come up with," explained convener Dave Horwood. "We wanted a name that identified with Canada but we didn't go for names like Maple Leaf Cup or Beaver Bowl."

Cobblestone Courts' Tory Thomas won one of 30 finals Friday. Thomas, ranked 11th in Canada under 14 last season, polished off Don Mills' youngster Lynn Salo in straight sets 6-1, 7-5 to win the girls 14 title.

Mississauga-based Ray Nakon, seeded ninth in the tournament, reached the finals in the boys 16 draw before bowing 7-5, 6-3 to Mitch Schaffer. Nakon combined with Rick Bengston of Vancouver to win the boys 16 doubles. They defeated Matt Halder and Simon Lavery 6-2, 5-7, 6-0.

Eric Crabb of Ontario Racquet Club, seeded first in the boys 12 division, was upset by Etobicoke Open victor Mike Stitt 4-6, 7-6, 6-3.

The boys 14 doubles title was won by ORC's John Tokas and Rob Horwood over Hatem McDadi of Cobblestone Courts and Paul Beck 6-0, 7-5.

Stitt and Crabb combined to beat Mike Schriqui and Mike Emmett 7-6, 3-6, 6-4 in the boys 12 doubles final.

Thomas and Salo were upset 6-0, 6-3 by Marianne Groat of Ontario Racquet Club and Karen Barbiero in the girls 14 doubles final.

Unseeded Fatima Ravat of Cobblestone Courts reached the semi-finals of the Yonex Invitational last week at Toronto Cricket Club with wins over Pat Sinclair and Pam McGibbon. Ravat was defeated 7-5, 6-2 by Celia Lambie of the Boulevard Club.

Pierre Lamarche, seeded second in the Yonex men's draw, ran into the hot Colin McAlpin in the semi-finals. McAlpin defeated Lamarche, a former Canadian champion and now with Ontario Racquet Club, 7-5, 4-6, 6-0.

Third tourney win

Clarkson-Lorne Park Indians won the Bloor T-Ball Tournament last weekend, and extended their consecutive winning streak to 18.

In the tournament final, they beat Islington 16-2 and shut out the opposition for two consecutive innings. In one streak, they retired 24 consecutive

batters. Brad Jones hit a home run, while Jason Butcher, Ian Bruce, Spencer Beach, and David Larsen had two runs each. In the semi-finals, the Indians beat Streetsville 14-12, with Mike Keegan hitting a homer, and Randy MacDonald counting a triple. Craig Lactin, Chris Milburn, and Aubrey Kent

each had two hits.

In the preliminaries, the Indians beat Streetsville 13-11, with hits by Jake King and Billy Joe Young, and a homer by Justin Lafayette. McDonald and Scott Kelly contributed home runs in the 23-7 win over Forest Glen, with Jason Sekela notching a hit.

Nationals win title

Erindale Nationals won the Provincial Ball Hockey Association consolation championship last week, defeating Willowdale Falcons 10-5 in the final.

Mike Smilde paced Erindale with four goals, while Jeff Paul and Jeff Weaver scored two each and Bob Verner and Brad Stan each added singles.

Erindale was leading the game 5-2 near half time when goaltender Dave McKinnon was ejected from the game for using abusive language.

Erindale defeated Etobicoke 2-0 in a best-of-three game series to qualify for the final.

Several Mississauga players have been nominated for league trophies.

Those in the running for Most Valuable Player are Kyle MacArthur from Erindale, John Van Oort from West Erindale, Russ

Foster of Dixie, and Barry Lindsay from Queenston.

Rookie-of-the-year nominees are MacArthur, Randy Bissonette of West Erindale, Morris Connell of Queenston, and Dixie's Bob Eddy.

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Brothers picked

Jim, Jeff and John McColl and Bill Blight were all named to the Ontario Wild Water Canoe Association's team for 1978. The team will represent Ontario at competitions in Colorado, Washington and British Columbia prior to the Canadian championships in August at St. Anne de Beaupre, Quebec.

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