

Stu Aberdeen tournament lacks excitement

by Manoj Vohra

This year's Stu Aberdeen tournament left team members and fans disappointed. With Acadia, St. Mary's and Dalhousie the only powerhouses at the tournament,

fans never got a chance to get excited — only one of nine games was decided by a margin of less than twenty points.

The tournament's format had two major criticisms. First, St.

Mary's, Acadia and Dalhousie were in the same division and never played against each other. That would have been fine had the other three teams played exciting ball. But except for a close game between Madrias and Acadia, the only point of watching the other games was to see by how many points Nova Scotia teams could win.

The other disappointment was due to the round robin set-up. This meant there were no semis or finals. As expected, Acadia, SMU and Dal finished with 3-0 records while the other teams held 0-3 records. Although SMU won the tournament, one could not really appreciate which one of the Nova

Scotia teams was the best since playing against weak teams does not prove strength.

As for our Tigers, coach Doc Ryan was able to test his bench. That may have been the only beneficial element since dynamic forward Pat Slawter is gone with a broken wrist, and Bo Malott is lost to a knee injury.

A bright spot for the Tigers was the aggressive play of Al Ryan who probably played his best games in Tiger colours at the tournament. Stan Whetstone's defensive play was an added treat to the dull games as he rejected almost every other player on every team. (This is perhaps a bit of an exaggeration -

but only a bit.) Bo Hampton returned to his home court to earn all-star honours and in one game shot 33 points. All in all the Tigers played well in the tournament, considering the caliber of the opposition.

Although the Tigers didn't win the cup they did win the hearts of many fans. Many felt coach Doc Ryan was the best-dressed coach to appear at the last few tournaments.

Congratulations should be extended to the Tigers for their fine showing in second place. But for a few mental lapses and a desire not to humiliate the other teams, they could have won the championship trophy.

Labatt's intercepts football promotions in OUAA

WATERLOO (CUP) — Carling O'Keefe player of the game; Labatt's player of the game? What's the difference?

For the football programs at Ontario universities, the difference is several thousand dollars in sponsorship money. The Labatt's brewery is paying more than \$8,000 for the right to promote the Golden Hawk football team at Wilfred Laurier, one of Ontario's smaller universities.

Carling O'Keefe, the Golden Hawk's sponsor for ten years, admitted they could not even come close to matching the Labatt's offer.

Dave Ryan, O'Keefe's regional sales director, said the football coach "made a sound business decision. No one could turn down that much money."

Labatt's offered the eight members of Ontario University Athletic Association football up to \$70,000 to sponsor OUAA football. The University of Western Ontario refused, but last August the other seven teams agreed to split up the money.

Labatt's believed they could boost attendance at football games by aiming promotion at the off-campus market.

Luke Koval, Labatt's promotion co-ordinator for Ontario, calls this year's program a "total success. I do not have the exact figures but you will find that attendance throughout the province was up 25 to 30 per cent."

But OUAA football coaches surveyed said their attendance had either declined, remained the same or increased less than the 25 per cent quoted by Koval.

Labatt's sponsor players of the week and print posters, schedules and media kits. They have even brought in skydivers for the half-time shows.

Other sports programs have not been so lucky. O'Keefe reassessed its sponsorship of several other sports programs after it lost the football contract to Labatt's.

It decided to withdraw its sponsorship for many of these programs. Labatt's has shown no interest in picking up non-football sponsorships.

Continued from page 15

tage of the opportunity until the penalties had almost expired, thanks to some brilliant saves by Proulx. John Cossar finally scored off a scramble in front of the net but it was a case of too little too late.

After the game Providence coach Lou Lamoriello credited the victory to a total team effort. "We stuck to our system and it paid off big for us," he said. Lamoriello felt that the keys to his team's success were their ability to move the puck quickly out of their zone as well as great penalty killing.

Although disappointed with the end result, Dal coach Peter Esdale felt that his team played well. "The tournament was a learning experience for us," noted Esdale, adding that the team would have to do things a little differently if they wanted to achieve their long term goals.

Perhaps the most disappointing aspect of the tournament was a meagre crowd turnout. Despite a

superior brand of hockey and the international aspect of the tournament, total attendance over the two day period was just over 4000. Tournament organizing committee chairperson Wayne MacDonald conceded the turnout was disap-

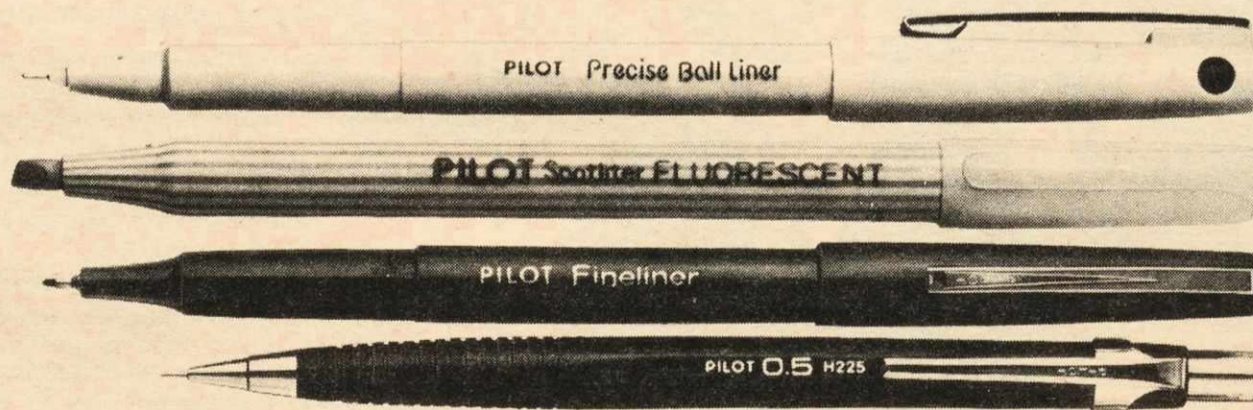
pointing but added that the tournament will probably still be held next year. MacDonald noted that there will have to be changes in areas such as promotion and probably format for the tournament to become a success.

Line Scores from Schooner Cup Hockey Tournament

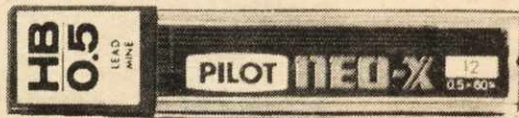
December 29, 1982. Providence at Dalhousie			
1st period			
1. Dalhousie, Gualazzi (Jeffrey, Lavoie) 1:01			
2. Providence, Orlando (Kleinendorst, Costello) 9:25			
3. Providence, Guay (Anderson, Kleinendorst) 13:51			
4. Providence, Guay (Kleinendorst, Anderson) 14:25			
2nd period			
6. Providence, Army (Rooney, Bolstad) 15:51			
3rd period			
7. Dalhousie, Cossar (Jeffrey, Lavoie) 10:48			
Dal	7	7	17
Providence	12	6	5
Goal: Dal, D. Cossar; PC Proulx			

December 29, 1982 Northeastern at Dalhousie			
1st period			
1. Northeastern, Madigan (Cowie, Bucyk) :59			
2nd period			
2. Dalhousie, Gualazzi (Zimmel, Tuplin) 9:07			
3. Dalhousie, J. Cossar (Cranston) 10:10			
4. Dalhousie, P. Jeffrey (unassisted) 18:03			
3rd period			
5. Northeastern, Emerson (Fahringer, Cowie) 2:45			
6. Northeastern, Heinbuck (Cowie, Emerson) 19:27			
Overtime			
7. Dalhousie, J. Cossar (Dagenais, Glynn) 1:20			
Dal	4	13	5
NE	8	12	15
Goal: Dal, Ernst; Northeastern, Marshall			

Basic human writes



Incredible new Precise Ball Liner.
Helpful, enlightening Fluorescent Spotlitter.
Handy stand-by Fineliner.
Magnificent Mechanical Pencil.
And the world's strongest Lead.



They take your notes, do your term papers,
even write your finals.
On sale at the bookstore.

PILOT
We make it write

