

NAIT Nugget

Volume X

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Edmonton, Alberta

Issue 13

Bear's voice his trademark

by DON GILLARD

One thing about the Edward Bear concert is that they weren't shown the injustice that Ray Materick suffered due to the surprisingly small audience. With a little under a hundred people in attendance, the Edward Bear show proved to be a "mixed" affair, good and ?

The show opened with Edward Bear's (Larry Evoy) back-up band, New Potatoes, which proved to be a really tight group. Versatility combined with good musicianship will guarantee this band lasting success wherever they go.

On Taj Mahal's "Easy Rider", the strong lead guitar of Tim Wynveen sung out perfectly, the way Mahal would have liked it. Even on slower songs, such as their own "Sad Affair" the band was instrumentally close-knit, with the synthesizer of Randy Gulliver bringing out an innovative jazz-blues side of the band's repertoire.

As is the mark of an experienced group, the bass of Bohdan ("Boh") Tanasijcuk and the drumming of Carl Pamminger carry the rhythm section admirably.

The last lick they did was the



best, which was an old Mills Brothers song called "Smack Dab in the Middle". Denny Deporter traded in his rhythm guitar for a saxophone and with good back-up vocal harmonies, they ended

their set.

Then, enter "The Bear". I've got to admit that the first song he did, a Beatles' number, was pretty good, but after that, I don't know. Evoy, simply, reeks with commercialism, which, after all, is fine (different strokes for different folks). There was nothing especially exciting about his music. "Love-it-is" was enjoyable only because of the good keyboards (organ) of Barry Best and the pace of New Potatoes. But, one must consider that Evoy's voice is his trademark.

I was particularly disappointed because of one cut "Same Old Feeling." Evoy decided to show his drumming ability, of

which he has none, unless he has the uncanny gift of playing the bass drum without rippling the skin. His drumming ability, or lack of it, was particularly noticeable when Pamminger took over again.

One other song that he did which was half-assed enjoyable (due to the N.P.'s fine help) was called "Ain't that Peculiar". It had a "boogie-woogie" beat which gave the band a chance to really cook. It's only set-back was that Evoy's voice made it lose its impact. One thing that could have helped was to have Evoy's mike turned up since his vocals were a little hard to hear on a lot of numbers.

As pertains to a star, Evoy ran through his hits, "Last Song" "Masquerade" "Freedom for the Stallion", etc. with no particular changes from that which is played on AM radio, which a lot of people obviously appreciated.

For the person who is a dedicated Edward Bear fan, the concert was great. But, as I've said, there is nothing especially exciting or innovative about Larry Evoy or his music. This seems not too surprising for

someone who is basking in the light of commercialism. Without the definite talent of the New Potatoes, Evoy has little to stand on.

Security guard loses by a nose

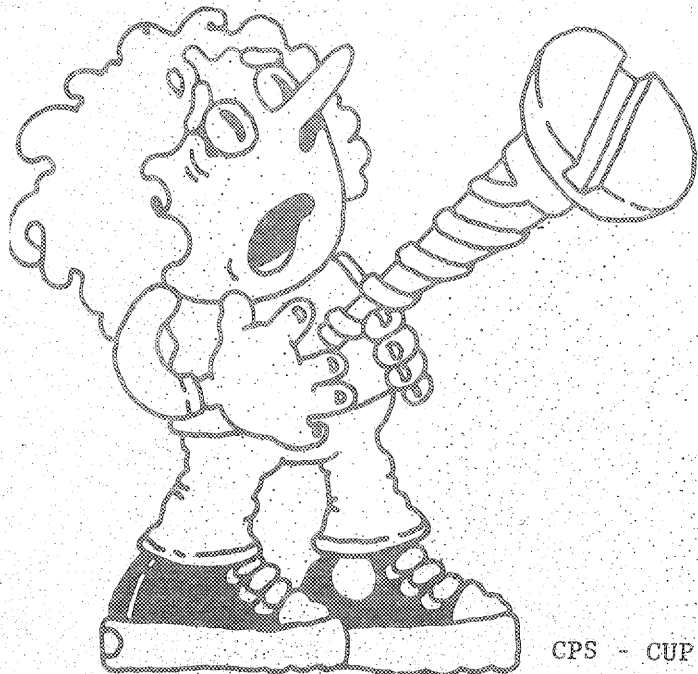
ALEXANDRIA (CUP/ZNS) —A Virginia man has been charged with felonious assault after he allegedly bit off half the nose of a security guard who had asked him to lower the volume on his stereo set.

Twenty-three year old Theodore Oo was taken into custody after he reportedly attacked Dewey Cotton, a private guard in an apartment building.

According to police, Cotton knocked on Oo's door and asked him to lower the volume of his record player. Without warning, police say, Oo attacked and beat Cotton, and then bit the right half of Cotton's nose off.

Asked later why he did it, Oo is quoted as saying he was simply sick and tired of being told to turn down the noise level of his stereo.

Exam week upsetting to Instructors too



by BRYNE COOPER

The Safeway and Loblaws strike could not have come at a better time for NAIT students.

Those butterflies (during exam week) and food don't exactly make a conjugal pair. That is, assuming the time is available to eat, of course.

Think, too, of all that wonderful social life which goes gurgling down the proverbial tube.

Girls, it's exam week here at NAIT... but of course we all know that, remember to buy lots of hair colour kits as those little gray jobbies start setting in. And how about those smarties who didn't go to cabarets, didn't

go to concerts, and lived in their book world during lunch? It isn't fair that they don't study as hard as you this week, is it now?

But this week isn't one of punishment; it is one of vengeance. Who will be busy for days marking papers, as you enjoy life? Who will then miss their lunch? Their supper? Their sleep for nights to come?

Remember, the more questions we answer, the sloppier we write, the more confusing our answer; the more we "screw up" the Instructors come marking time. And if there's one thing to be enjoyed, it's a screwed up Instructor.

Letter bombs triggered by Polaroid

LONDON (CUP/ZNS) - Scotland Yard reports that, thanks to the Polaroid Corporation, Letter bombs have become almost impossible to detect.

The problem started when Polaroid invested \$500,000,000 to perfect its SX-70 camera, a new camera that gives users instant prints.

The SX-70 Polaroid film packs each contain individual batteries which supply the power to develop the prints.

Scotland Yard detectives say that letter bombers are using the film packs and their extremely small battery units to detonate letter bombs.

Detectives say that prior to the SX-70 they could spot letter bombs by looking for suspiciously thick envelopes. The new trigger mechanism, however, is so thin that it often slips through police search.

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NEXT WEEK: just a plain, ordinary Nugget

Video exchange

The Satellite Video Exchange Society is planning a comprehensive tour of Canada to collect and exchange non-commercial Canadian produced video tapes. The tour, which will leave from Vancouver in January 1975, will include visits to community organizations, media and artists groups, colleges and universities.

Video Exchange staff will be playing and exchanging tapes, gathering information, and organizing workshops and screenings. The bus will start off with an international selection of

videocassettes in both black and white and colour from the Video Inn Library. There will also be dubbing facilities on the bus.

It is hoped that the communication initiated by this tour will lead to continued contacts and growing exchange and that interesting videotapes will be circulated around the country. To this end, following the tour, the Video Exchange shall publish a tape catalogue of non-commercial Canadian software.

Interested groups or individuals are asked to contact the Video Exchange Society at 261

Unclassifieds

FOR SALE

One pair Rossignol Strato 102 skis 207. One paid Lange STD boots - skis \$60.00 boots - \$35.00 436-4259

WANTED: Manure spreader to remove the bullshit which floats around the cafeteria at lunchtime. Experience not required.

Powell St., Vancouver, B.C. if they wish to be included in the tour schedule. Tour dates will be finalized on the basis of this response.

ARTISTS MODEL WANTED

good hourly rate - phone 455-4784 after 6

FOR SALE

1970 Chev Belair 4 door power steering V8 350, radio, warmer, 41000 miles, just tuned up. Excellent condition. Demanding \$1800 phone 462-2598

TYPIST

Do you need someone to type your term papers, reports and assignments? Phone 479-0032. Only 75¢ per page. 11204 - 61 Street.

FOR SALE

Archer 4 output TV, FM amplifier / splitter 5 db gain on each 300 ohm output - good for colour TV. phone 479-6423

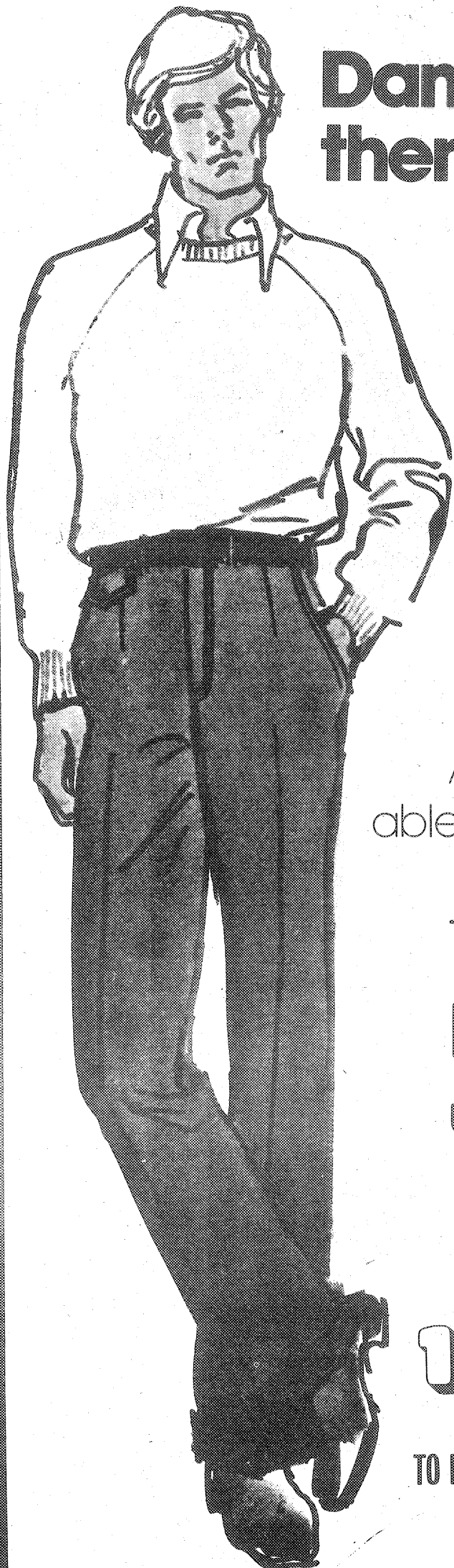
FOR SALE

1973 Firebird 400 CI & PS PB stereo new radial tires dual exhaust 4 barrel RPH gauge - top shape - call Fred King - 484-1884 - 10616 - 156 St. Ste 304 After 6.

Hey charlie are you the asshole that shit in my tuba. - Dave B.

FOR SALE

5 tires and wheels Crias-ply for 'mini' less than 2,000 mi. Good as new Ph. 477-7249 after 6 pm.



**Damn right...
there is a difference**

**PLAZA TAILORS
AND
MEN'S WEAR LTD.**

in PARK-PLAZA SHOPPING CENTRE

It has fashion's newest styling:

Another difference..unexpected..the reasonable price. Vive la différence!

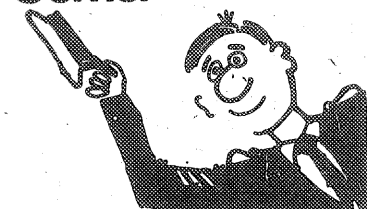
**THE
INDIFFERENT
CHRISTMAS**

FROM the PLAZA

10 % DISCOUNT

TO NAIT STUDENTS & STAFF with presentation of nait i.d. card

Commissionaires Corner



Parking Permits

by STAFF/SGT JOHNSTON

The following parkade parking information is reproduced from a bulletin issued by the General Office of the Institute.

As of November 1 vehicles parked in the NAIT parkade must display valid parking stickers as required. Any vehicle not displaying the appropriate parking sticker while parked in the parkade between 7:00 am. and 6:00 pm. will be ticketed and possibly towed away.

Parking permits are available in the General Office of the institute after 8:00 am.

Applications for parking must be completed and turned in with the appropriate cash at the time the parking permit is required.

The fee for parking is based on \$4.00 per calendar month or any part of a calendar month. (Six week apprentices excepted)

Parking will only be sold for the balance of the students program, eg. if the program is for a total of 9 months (or parts thereof) the fee payable is \$9.00 - \$36.00. Permits will not be sold on a month-to-month basis.

Refunds of unused portions of parking fees will soon be considered in the case of students who drop out of programs and promptly clear through Main Stores within seven days of their last day in class.

Parking in the parkade is arranged as follows:

Zone "A"
Levels 1 to 4 inclusive,
Staff parking only.

Zone "B"
Levels 5 to 14 inclusive.
Student parking only.

Vehicles parking in the parkade not displaying the proper parking permits as per instructions will be ticketed and possibly towed away.

It should be noted that all stickers will be code numbered or lettered. They are valid only for the period covered by the number of letter shown.

If more than one vehicle is being used parking sticker must be purchased for each, or transferred from one vehicle to the other.

Stickers must be displayed as follows:

- Square sticker in rear window.
- Triangular sticker on the drivers side of the windshield.

NAIT will not accept responsibility for losses from, or damage to vehicles parked in the NAIT parkade.

Failure to properly display stickers will lead to tickets and or being towed away.

British rock stars may have to keep their pants on

LONDON (CUP/ZNS) ---The British Academy of Sciences, after an 18 month study, has recommended to Parliament that British rock stars be prohibited by law from selling their semen to commercial sperm banks.

The Academy has stated that restrictions are necessary because it fears that a lack of controls could lead to a "sperm bank pop star war."

What the scientists have been worrying about is that rock idols such as Mick Jagger, David Bowie or Paul McCartney might sell their sperm to the frozen banks which would in turn advertise it -- selling it to thousands of female groupies wishing to become pregnant.

The Academy has said it does not oppose the idea of thousands of Mick Jagger offspring being fathered. What is worrisome, said the Academy, is that when these children grow up, they could marry one another without knowing that they have the same father.

This the Academy has

warned, is incest -- and could lead to genetic problems in the future.

The Academy's report has been turned over to the House of Commons for further probing.

Tasty last meal, for Giant shark

PHILIPPINES (CUP/ZNS)----A giant shark that had appeared to be a delightful delicacy at a Central Philippine fish market suddenly turned would-be buyers away in revulsion.

As fishermen cut open the shark's belly, a woman's head popped out and fell to the ground.

The Philippine News Agency says that the shark was of the Hammerhead variety and that it weighed about 2,000 pounds.

Deeper in the creature's belly were found human limbs and the remains of what appeared to be a dog.

Ask me!

How are your exams going?



I could've put more work into my exams. Apparently what got the best of me was my part-time job. I need money to keep my car rolling. I'll always regret not getting my brain rolling.

DON PALECH
Telecom II

Really good. I think I'm passing them all. I just wrote one and it wasn't too bad.

LINDA KEIR
Accounting & Finance I



They're not too bad, except for hydraulics. I went in 20 minutes late for one exam and he didn't give me 20 extra minutes at the end, so I figure I flunked that one.

RON NEUMAN
Drafting II



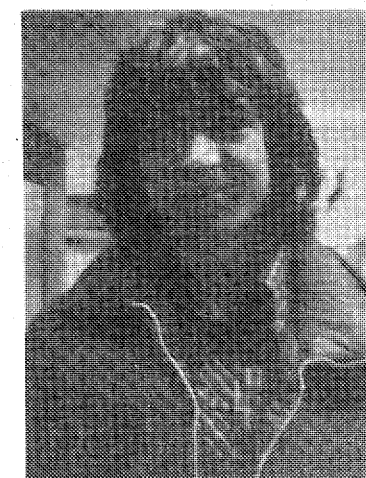
They're easy. Everyone in the course is doing good. I didn't flunk any I know that for sure. It's a good course for dumb people.

DAPHNE SIMS
RTA II



I finished today, and I'm glad they're over with. After getting drunk Sunday at a Grey Cup party, I think I did pretty good on exams.

RICK GAWLIK
Telecom II



Exams?, well actually, I just finished . . . well, my exams are, uh . . . if I had a choice I would . . . that last one was really . . . well anyways . . . I feel that, uh . . .

MARG BUSS
Marketing II



Representative Council

by RUSS McLEOD

Your Representative Council has a direct say in how your money is spent. To be a functioning body however; all those who are supposed to sit on this council must attend regular meetings.

WHAT CONSTITUTES THE REPRESENTATIVE COUNCIL?

All technologies or societies have a representation and one vote on all matters. NAIT has a possible 54 members of which an average of ten have appeared at any one meeting.

These meetings are open to all interested parties with the only limits being:

- 1) The amount of room available;
- 2) Any matter you wish to bring up must be brought to the floor through your representative.

WHEN ARE MEETINGS OF THE REPRESENTATIVE COUNCIL HELD?

Meetings are held every second Tuesday night at 5:30. The next meeting will be held on December 3.

WHERE ARE THE REPRESENTATIVE MEETINGS HELD? *

The north cafeteria acts as a council chamber. Coffee and

pastries are available for all delegates.


GENERAL INFORMATION ABOUT THE REPRESENTATIVE COUNCIL

Agenda's of business to be handled at any meeting are put in the appropriate mail-boxes in Student Services (every technology has one) one or two days

before the meeting. Minutes of meetings are put in mailboxes 3-4 days after a meeting.

Get involved! How many times have you heard that statement around NAIT?

If you have any questions as to what makes up Student Association business ask your representative. They are supposed to know!!



Pottery show & sale

Recent work by seven Alberta craftsmen:

David Green
Richard Selfridge
Christine Fletcher
Dan Miller
Don Wells
Linda Buhlman
Sam Whlick

NOVEMBER 28,29,30
at Pottery West
7223 - 104 St.
Hours:
Thurs. & Fri.
6:00 - 10:00 pm
Sat. 1:00 - 9:00 pm

Communications

poetry by sheila mckim

closed circuit

They're going to do an operation
on someone to stop aggression.
Will they stop the screaming
and end the dreaming?
Will they give consent
to laugh spontaneously?

Who are they?

Whoever controls the pulse
that stops the breathing.

success

Success begins with a series
of connections on a master chain
of a master plan.

It has something to do
with a master charge
that regulates
security locks,
time bolts
and synchronized steel watches -

The iron door swings open -
and slams shut.

communication

I searched for the news today
but there was no news to be found.

Communication lines
all over earth
burned out.
The teletype
kept repeating,
repeating.
The radio
kept cutting out.
The T.V.
kept fading out.
The press
ran out of paper.
Politicians
ran out of words.
Diplomats
ran out of patience.
Antagonists
ran out of arguments.
Unions
ran out of time.
All religions
ran out of faith.
All computers
ran out of facts.
All governments
stood still
and waited
for the earth
to fall apart.
And then -
a
curious
thing
happened -

People
talked to each other.

words

The symphony was playing.
The harmony wasn't bad -
but then something got in the way
and made it rather sad -

Words Burst -
Words Thrust -
Words cut -

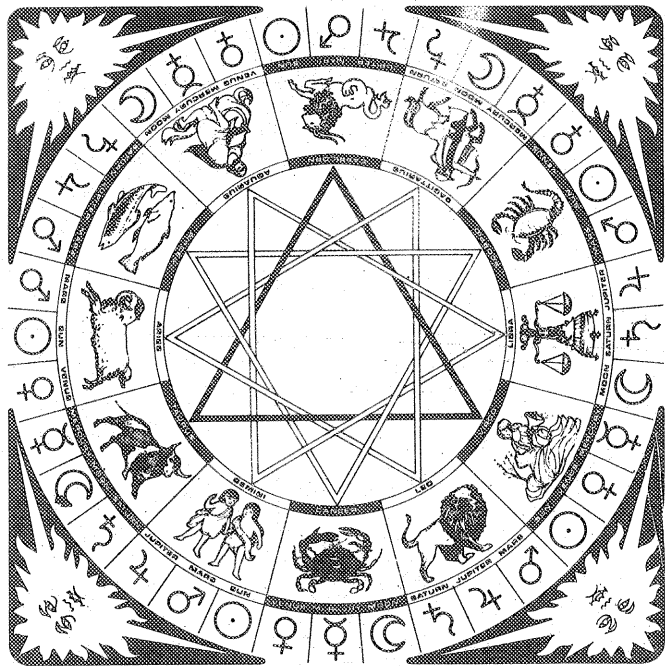
WORDS WORDS WORDS
JUST WORDS -
but where was trust.

black out

A fog settled in tonight
over the cemetery
past the church
beyond the Senior Citizens home
in front of the city hall
toward the insurance company
fell short of the hospital -

and ended behind
the bedroom door.

YOUR HOROSCOPE



for Wednesday, November 27th
to Tuesday, December 3rd

Older interests revive. Forgotten experiences come with them and they hold the key to present dilemmas. Your budget is apt to undergo changes that are not to your liking. You are penalized for delays now.



TAURUS

A tranquil, easy-going mood prevails. You can acquire and transmit a great deal of knowledge. Best to avoid business deals especially those of a speculative nature.



GEMINI

Some things come so easily its ridiculous, with others, its like wading through quicksand. The trouble is that you can't tell which is which. Personal business ventures get a boost because of past actions.



VIRGO

The reputation you are building now will have a strong effect on the future. There is a tendency to try for complete control over all your affairs. Life doesn't work out that way but there are some conquests in the new future.



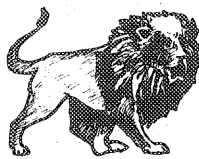
CANCER

The urge for independence asserts itself. Vitality is up, romance is in every breath you take. All the more so because the pressure is off. Close rifts with sympathetic approach but don't take a back seat.



ARIES

Progress comes through your associates. Research just finished pays off and you cash in in some manner. You will gain valuable experiences from the people you meet this week.

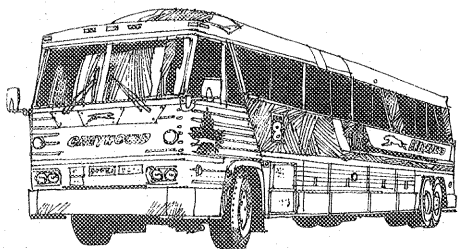


LEO

Friends seem to be exceptionally aggressive, you may have to give in at times. You can find outlets through a sport. Visitors offer interesting advice. It should be worthwhile following even if its a bit unusual.



LIBRA



SUPER SAVINGS!

Go home by bus with us.

You have a break coming up. And you're probably planning to go somewhere. Save yourself some money — forget about any hassle — and hop a Greyhound bus.

The service is super. And so is the comfort.

If the bus is full, an extra bus will be added.

Luggage space? Lots.

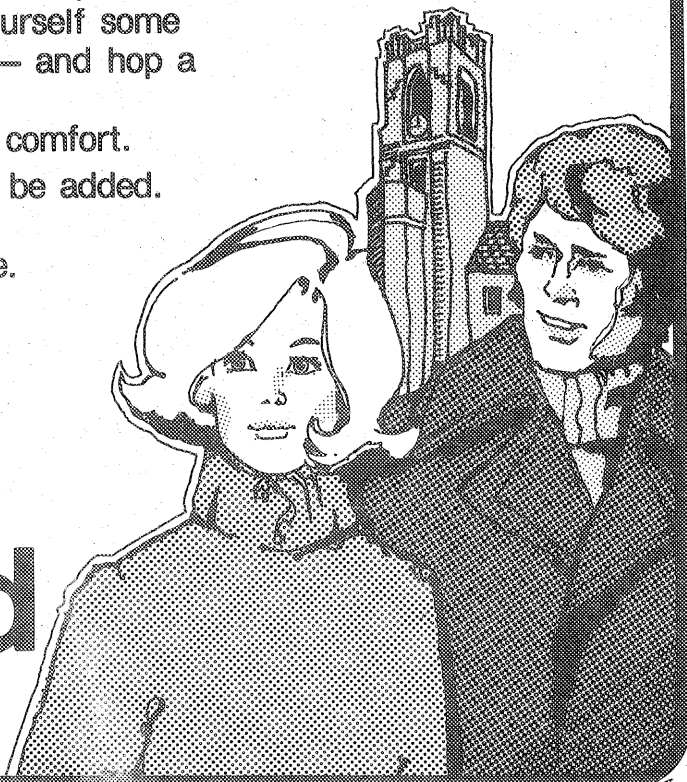
Get together with the folks at home.

Go by bus — with us.



Greyhound

the super travel value



SCORPIO

Get another's advice on how to extricate your self from the present confusion. Interests take an outward turn and you can become involved in many new and different activities.

A good time to select luxuries for yourself and make purchases for others. You should have many revenue-yielding ideas now, use them. Friends and relatives are more energetic, you should enjoy coping.



SAGITTARIUS



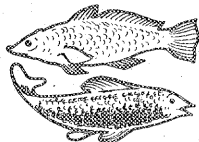
CAPRICORN

Impulses and energy are directed toward gaining wealth. In other areas the wish for serenity and peace is almost an obsession. Sincerity and gracious actions bring help. Avoidance of others brings envy and grief.

You are travelling under friendships pleasant cloak. Make the most of the opportunities presented by those who wish you well. Confidence should be running high. You are in the mood for changes—take a chance.



AQUARIUS



PISCES

You may find yourself with unwanted authority because others respect your abilities. Your personal popularity increases. You receive compliments and affectionate regard. Your cycle is high, enjoy the effects.

Edward Bear was terrific

by TILLY HEYKANTS

"It's hard to get excited for such a small group of people," said Edward Bear last Friday night. Larry Evoy, alias Edward Bear, and his back up group New Potatoes, were in concert here at NAIT, Friday evening, and as usual only a small crowd

attended.

The cost of the band to perform was \$545, but since only \$286 was cleared, NAITSA's Activity Committee suffers with another loss. 273 people were needed to break even, but only 143 students came to listen to Edward Bear sing. And to top things off, a few free tickets

were given out.

For a show that was supposed to start at 7:30pm, the cast was only 20 minutes late. When the show did begin, New Potatoes performed for 40 minutes. The audience came to listen to Edward Bear, but where was he? At 8:30 pm he finally appeared and when he did, the people got what they paid for.

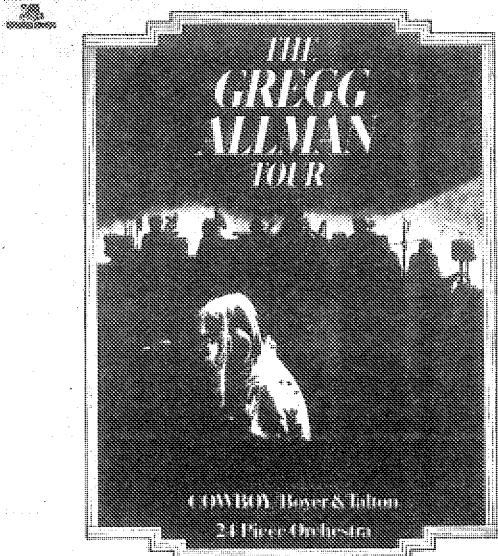
Edward Bear was terrific. He sang all his popular songs, including some of his new releases and some unrecorded numbers. His voice being as bright as crystal, portrayed all his songs as though he was singing them for the first time. Besides singing, Larry also played the drums. The audience, although small showed its enthusiasm by tremendous applause.

"The people who were here were really nice," said Edward Bear when interviewed. "We expected more people but it was early in the evening. We enjoyed doing the show."

They were loud but they were good and that's all that counts.



GREGG ALLMAN THE GREGG ALLMAN TOUR



Live albums have sometimes been a risky venture for record buyers, as quality, until recently, has sometimes left much to be desired. Not is the case with "The Gregg Allman Tour", a two record set that contains not only great material, but production of exceptional quality. This live set was recorded during Gregg's highly successful summer of '74 tour. The material contained was extracted from his appearances at both Carnegie Hall and at the Capital Theatre in Passaic, New Jersey. Much excitement was generated by this tour, and rightfully so! Gregg was backed

by Talton and Scott Boyer (better known as Cowboy, and who were also featured guests on the tour), one of music's most dynamic horn sections (under the direction of Randall Bramblett), as well as a 24 piece orchestra conducted by Max Cahn. "Don't Mess Up A Good Thing", "Queen Of Hearts", "Dreams" and "Will The Circle Be Unbroken" are just a few of the great tracks included here. Fine musicians, performances, material and production make "The Gregg Allman Tour" an album in a class by itself--Excellent!

ROD McKUEN ALONE



"Alone" marks Rod McKuen's tenth Warner Bros. album to be available to Canadian audiences. Always unique in performance style, and musical arrangement, the seventeen selections contained clearly demonstrate why Rod McKuen had enjoyed such immense popularity throughout the years. This album was produced by Rod, with supervision from Wade Alexander. Randy Newman's "I Think It's Going To Rain Today", Jim Webb's

"The Middle of MacArthur Park" Joni Mitchell's "Both Sides Now" and Carole King's "Home Again" all receive stirring performances, as well as the eight McKuen originals contained. With each successive album release, coupled with Rod's highly successful concert appearances throughout the world, his audiences continuously grow in number! "Alone" carries on the McKuen "magic"!!



Something to "cheer" about:

Now the glorious beer of Copenhagen is brewed right here in Canada. It comes to you fresh from the brewery. So it tastes even better than ever.

CARLING O'KEEFE BREWERIES



**Santa's almost
finished his
gift list for all
the kids at the
MARRIED
STUDENT'S
ASSOCIATION**

CHILDRENS CHRISTMAS PARTY

Saturday, December 21, at 2:00 pm

**all married students and their families
are welcome but you must register - in
Student Services, E134 - before
December 16, at 5:00 pm**

party includes

Christmas stockings
cartoons magician
ice cream cake
pop hotdogs
coffee donuts
and of course

SANTA CLAUS

when you register, please
bring a wrapped gift for
each of your
children, with their name
printed CLEARLY on top

SPECIALS

Puck Ooks still streakin

It wouldn't go in the hoop

by BRENT STUMPH

It was the final quarter of play. Mount Royal Kittens had controlled the play when suddenly NAIT intercepted the ball and started up the court. The Ooksettes passed it around for awhile, and then... Helen Towne, from 40 feet out, tried a shot.

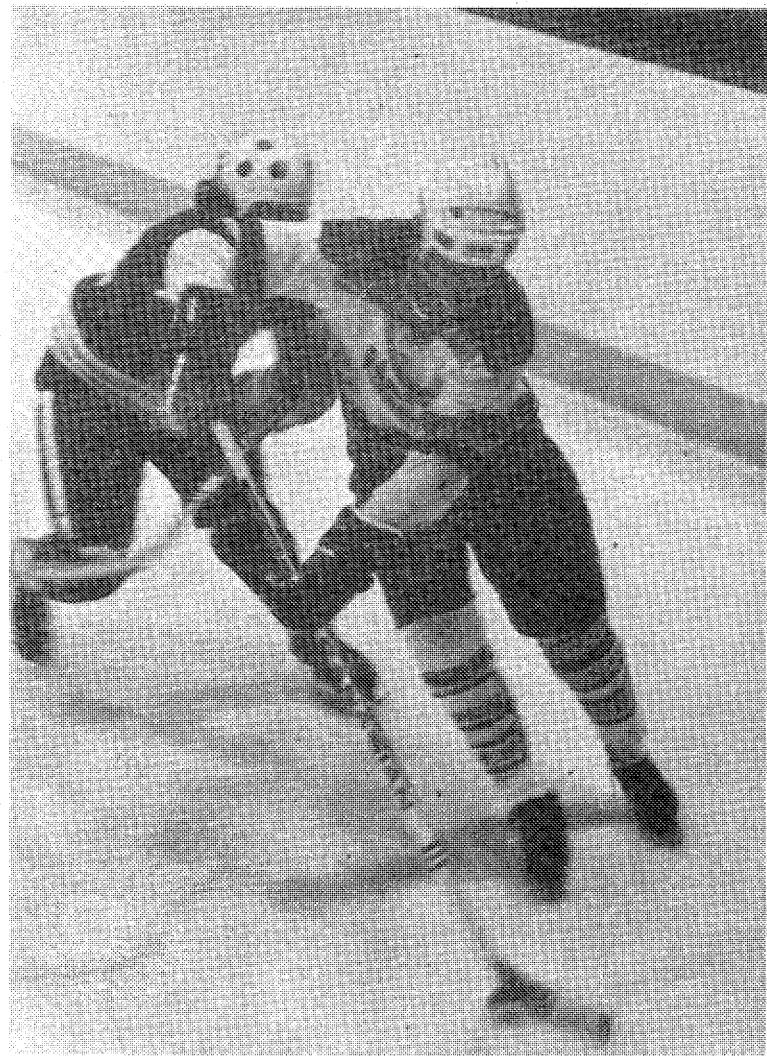
Swish... a basket! NAIT was on the scoreboard. Mount Royal was ahead now by only 56 points, the score being 58-2. Helen was so excited she screamed. The rest of the Ooksettes screamed. Even the ref yelled "hooray" after Helen's exciting basket.

The final score was 68-4, Teddy Gibbs netting the other NAIT basket and sharing the scoring lead with Helen.

It was an off day for the Ooksettes, who are really much better than a four-point game.

SAIT's Helenas were here Friday evening, and they too beat our slow-starting Ooksettes. This score was a little more respectable though.

It was 40-21 when the final buzzer sounded, in what was not



by BRENT STUMPH
Our streakin' puck Ooksettes continued their winning ways, with two more victories this past weekend. They humiliated the Lethbridge Pronghorns 12-1, and outplayed SAIT Trojans 8-5.

That's five straight wins for the "comin'-on-strong gang", and

a firm hand on third place in ACAC standings.

Friday evening the Pronghorns did show up, contrary to some people's opinion, in the three period farce against NAIT.

Two-goal performances by Willie Moolyk, Larry Rindero, Ken Kosak and Dave Edwards,

aided by Lorne Anderson, Barry Ardron, John Anderson and Gord Lange with singletons, gave the Ooks their gift-wrapped win.

Saturday afternoon Dave McAmmond led the way against SAIT, scoring six of NAIT's eight goals. Edwards and Lange added the others.



the most exciting basketball game ever played.

Sylvia Allart got 12 of the NAIT points, the rest shared by Susan Burris, Sharon Reid, Carol Bokenfohr and Helen Towne.

Continental handball goes to Earth Resources

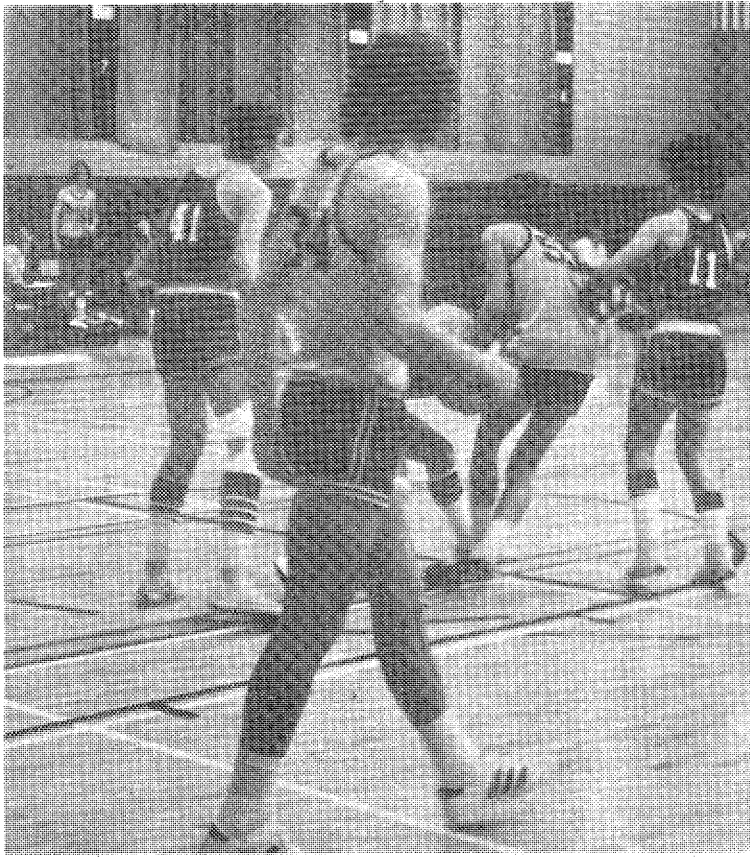


Earth Resources continue to dominate Intramural Activities, winning the Continental Handball Championship.

Team members include (back

row, left to right) Don Murray, Brent Hogue, Byron Gray, Howard Hebson and (front row left to right) Erich Reimer and Dale Bawol.

Won and one on weekend



by BRENT STUMPH

Nobody's really too sure what the score was, but the games' victor was obvious.

NAIT's hoop Ooks and the Mount Royal Cougars played on Saturday afternoon and at the end of regulation time the scoreboard said 71-70 for the Cougars but the gamesheet, the official score sheet, said 69-69.

Cougars won though, by one point. There was a one point error, somewhere in the gamesheet.

No matter though, because Mount Royal was the better team that day. The Ooks led for most of the way, but towards the end their defence let up and it cost them the game. Larry Silvester, the big defensive gun, fouled out in the final quarter, possibly another reason for the loss. Rick Gawlik led the Ooks with a 16 point performance, Doug Carter had 13.

Friday night NAIT had a more enjoyable time in defeating SAIT Trojans 93-46. Gawlik shone for 36 points, Carter added 11.



TEQUILA SAUZA

Margarita SAUZA
1 1/2 oz. TEQUILA SAUZA
1/2 oz. Triple Sec
1 oz. lime or tamen juice
Shake with cracked ice
Moisten rim of champagne glass with lemon rind, then dip moistened rim in salt. Sip cocktail over salted edge.

TEQUILA SAUZA
NUMERO UNO
in Canada, and Mexico.

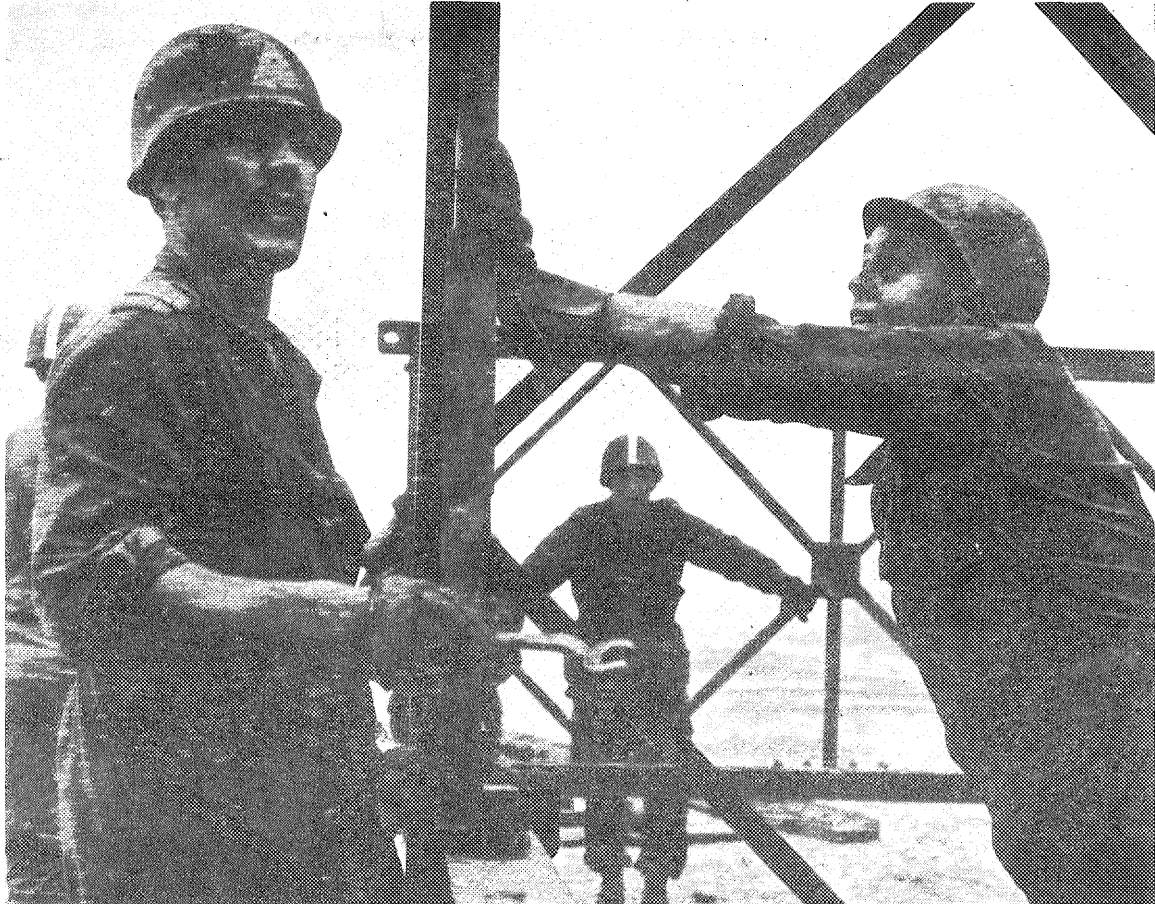
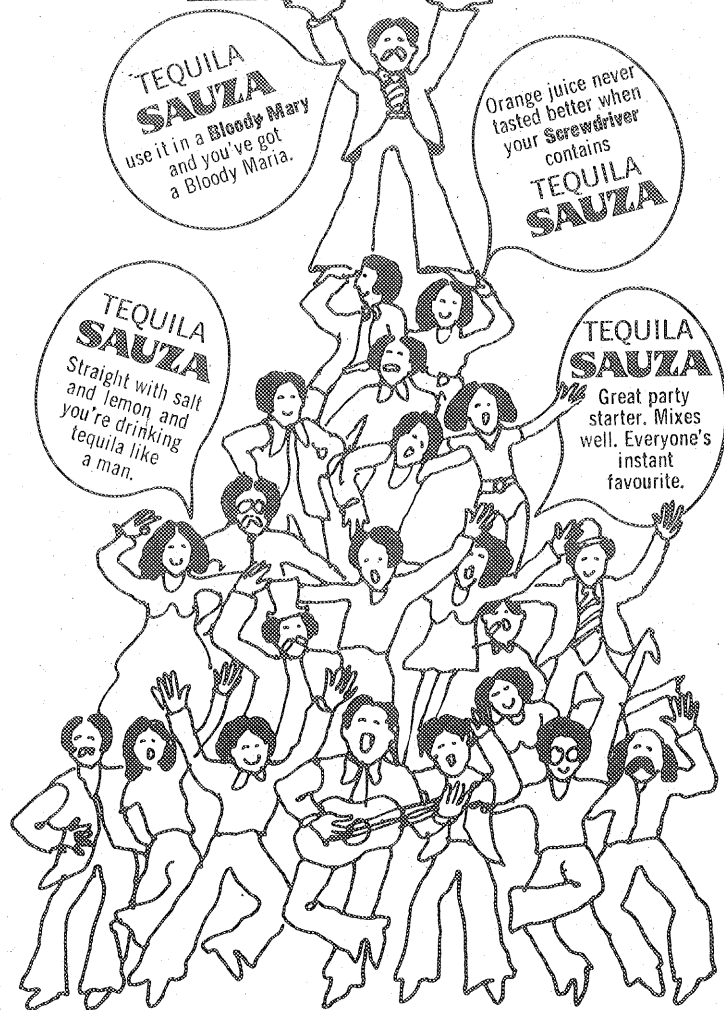


TEQUILA SAUZA
use it in a Bloody Mary and you've got a Bloody Maria.

Orange juice never tasted better when your Screwdriver contains TEQUILA SAUZA

TEQUILA SAUZA
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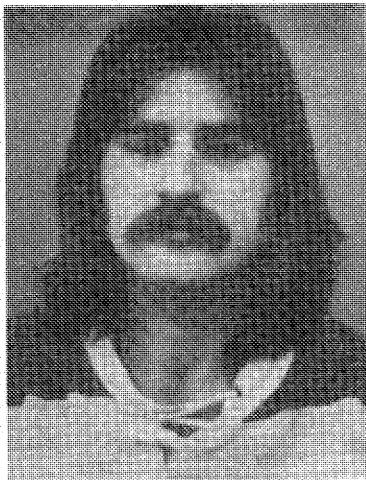
The jocks - NAIT's Hockey Oookpiks



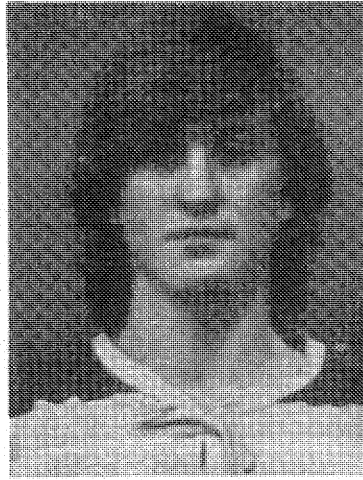
Vic Kennedy
goal



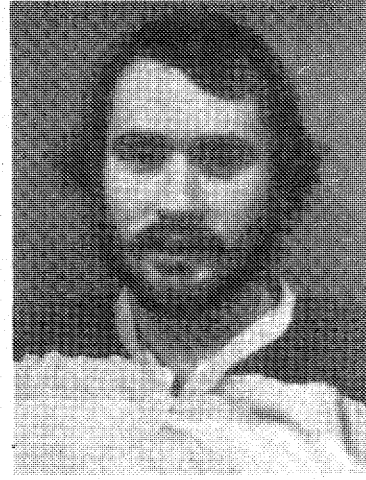
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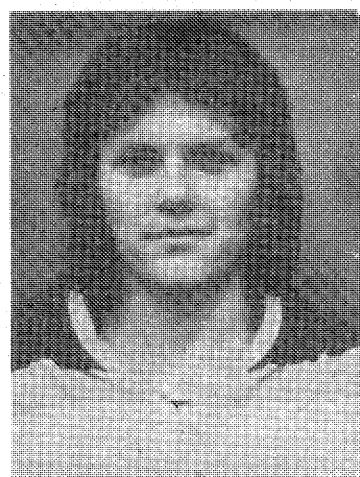
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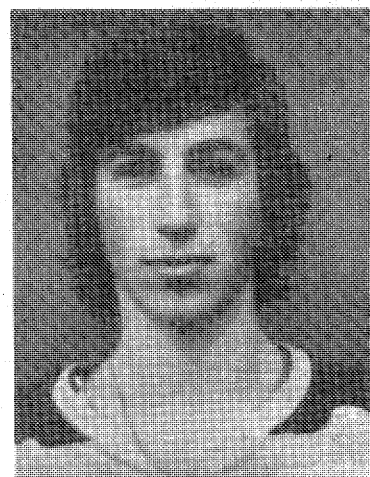
Barry Ardron
defence



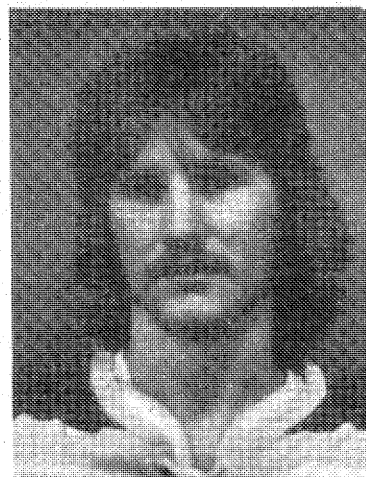
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goal



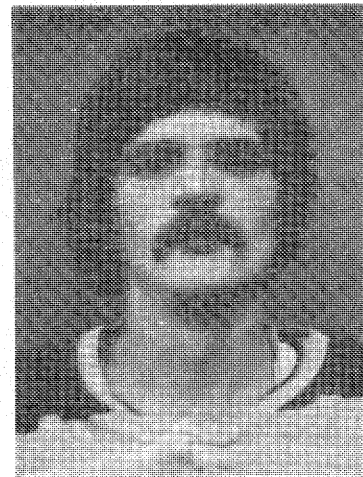
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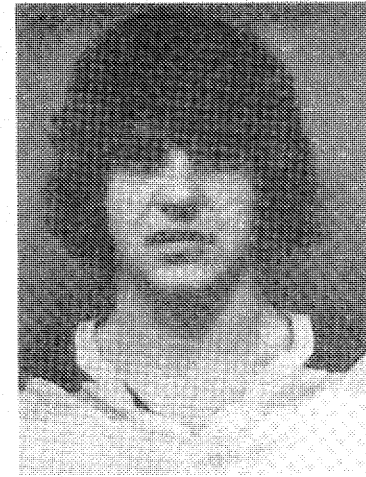
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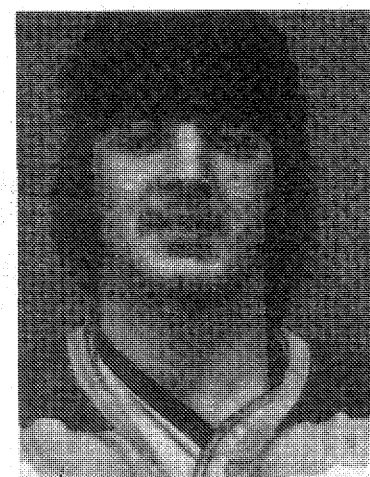
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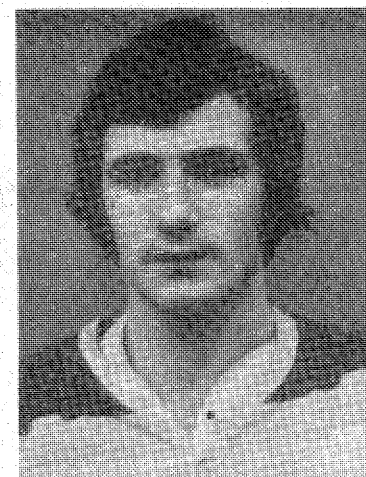
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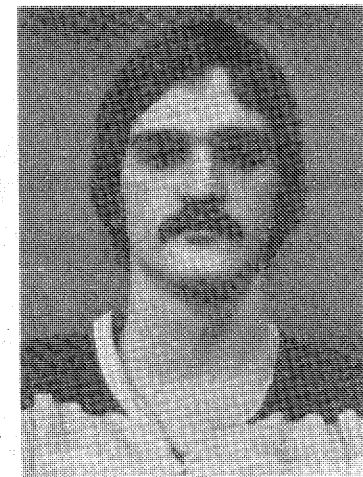
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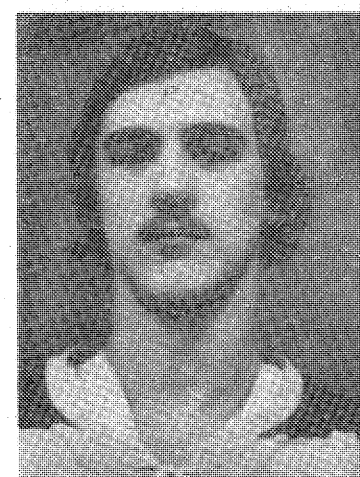
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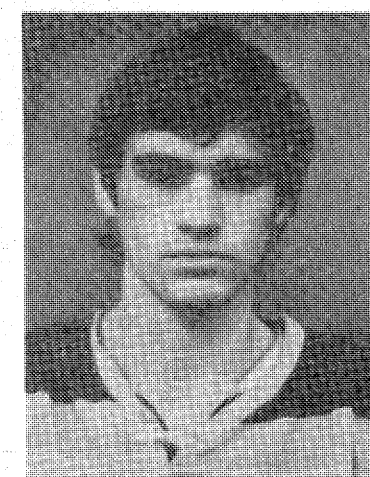
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right wing



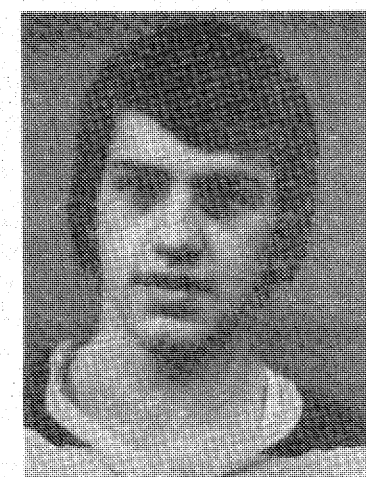
Lorne Anderson
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Rick Jarmolicz
defence



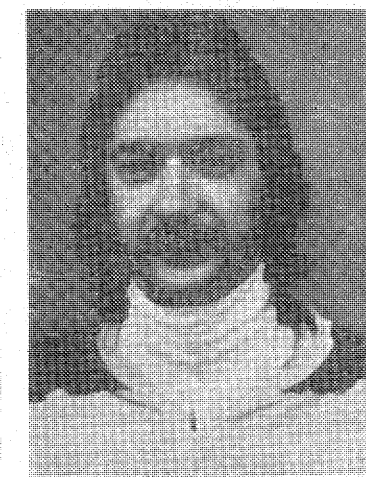
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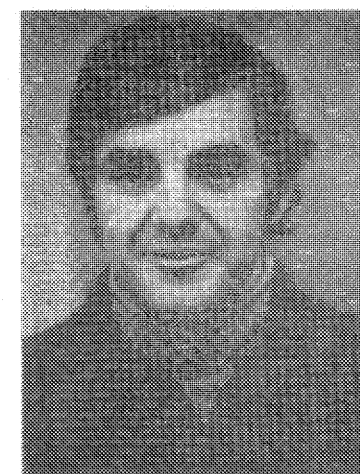
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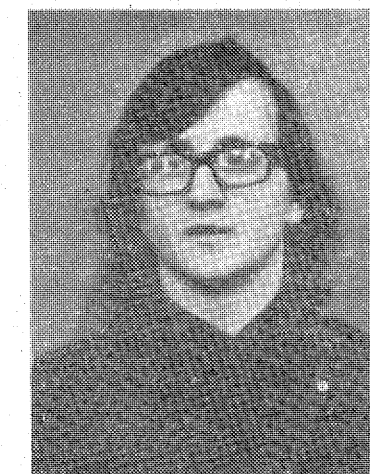
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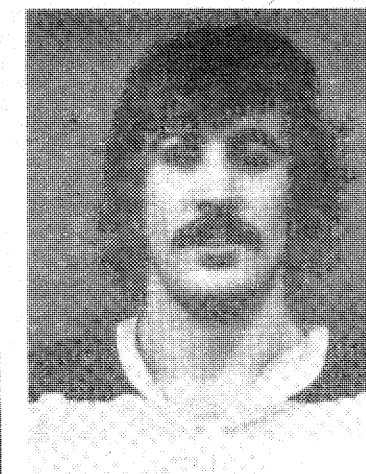
Bob Black
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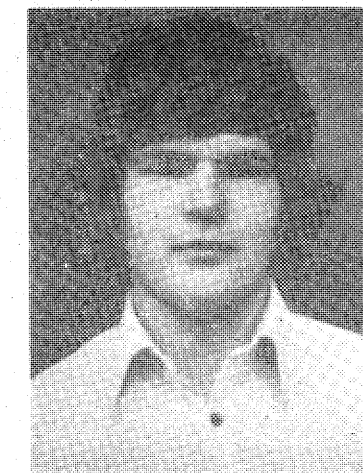
Al Symington
coach



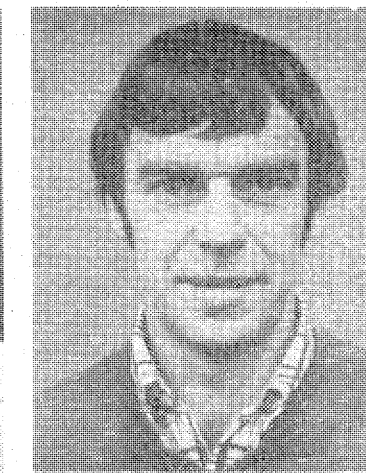
Bruce Watson
manager



Reg Blaney
left wing



Rob McInnis
defence



Roger DeJordy
coach

THE JOCK CULT

by PAUL HOCH
a CUP feature

Although journalism reviews rarely spend much time analysing the sports page, it is there, as much as anywhere else, that the average newspaper reader acquires his general world views and values.

Indeed, surveys in the United States, Canada and Europe have repeatedly shown that roughly one third of the readership (and more than half of the male newspaper readership) reads little more than the sports page.

Some analysts have claimed that our modern pro football and hockey spectacles are becoming a modernized version of the Roman gladiator shows. Circuses for the masses. A new opium for the people.

Sports news has never really been more than a bit of razz-amatazz for promotional purposes, and the bribery of the media men by professional promoters has long been institutionalized. (In fact, listening to the sportscasters, it is impossible to differentiate them from sports promoters)

In his excellent book, "The Jocks", the late Leonard Shecter remarks at one point that the so-called "Golden Age of Sport" in the '20's was a golden age of payola. He gives the example of Madison Square Garden's impresario Tex Rickard who used to hand out \$100 bills to deserving sportswriters. And he says, if things are less 'golden' for sportswriters these days, it is only because the team owners realized they could be had for virtually nothing.

"To hell with the newspapermen," ex-Mets boss George Weiss used to say. "You can buy them with a steak."

In the March 5th, 1932 issue of Collier's magazine, heavyweight boxing champ Gene Tunney wrote that he paid five per cent of his fight purses to newsmen for publicity. He said that it was the custom of most fighters to do like-wise. And it is still commonplace for promoters to 'hire' newsmen to be their press agents, often without even the knowledge of the newspaper editors:

"These situations do not enhance the standing of the newspapers allowing such practice, nor do they establish in the minds of their readers... (anything other than) the accusation of 'biased reporting'." (from an editorial entitled "Newsmen and 'Side Jobs'" in Editor and Publisher)

Shecter points out that one reason reporters "easily become what are called 'house men' is that those (very few) who occasionally tried to criticize a home team have suddenly found themselves out of a job". He cites various specific examples of this. Moreover, when he himself uncovered the fact that in the '50's about 30 per cent of the people who buy their papers of the basketball players at St. John's never graduated; his paper, the New York Post, flatly refused to print the story.

Purdue sports sociologists Gelfand and Heath, who were former sportswriters, seem

have just discovered this mutually profitable symbiosis.

They insist: "Sports editors should not forget that the more people they lead into athletic activity, the more avid readers they recruit." And Malcolm Mallette, Associate Director of the American Press Institute, adds: "Circulation managers say that about 30 per cent of the people who buy their papers do it primarily for the sports news."

Shecter says that the wedding of media sports departments and sporting organizations has been so thoroughly consummated that the two are often 'partners'.

"There is the real possibility," he said, "that the newspaper needs the team more than the team needs the newspaper."

In the case of pro football, this gives the owners a free multi-million dollar propaganda machine with an influential voice

in 24 major cities and population centres in the country.

Almost on cue, they promote a merger, push legislation, attack an opponent of the league, justify ticket-price increases, trades and rule changes, or generally create a cover for whatever the owners are plotting.

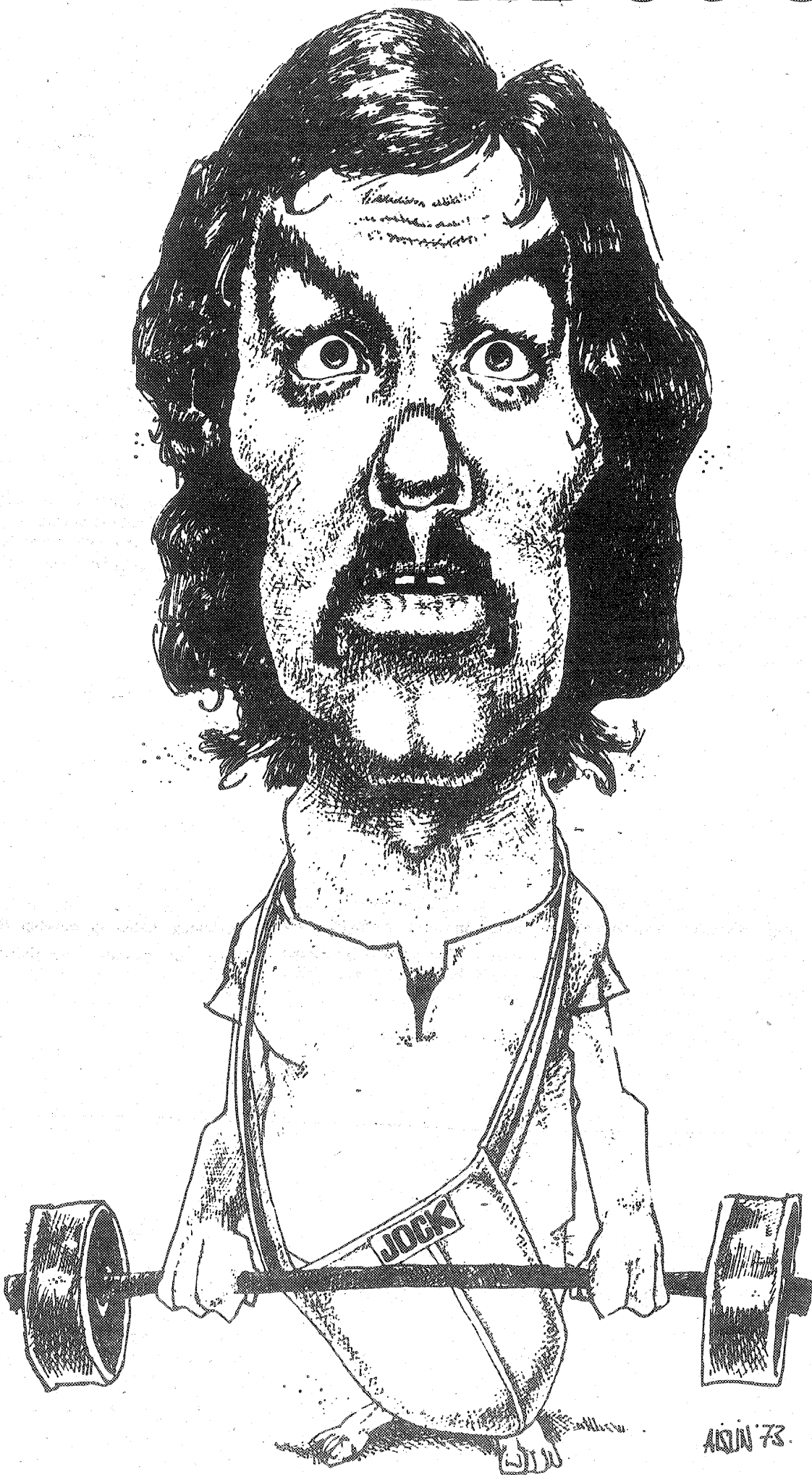
There is no question as to which side of their bread the butter is on; the glamorous aura that surrounds the owners and management was created by this crucial segment of the press and news media. It is as premeditated and calculating as the star system was in the motion-picture industry.

National Football League Commissioner Pete Rozelle once remarked that, "Whatever success the NFL has had is due, in no small measure, to the wholehearted support it has

received through the years from newspapermen radio announcers and commentators, and more recently, television announcers and commentators."

Over the years one of the newspapers most friendly to the sports establishment has been the New York Daily News, America's largest-selling paper. The Daily News is also the long time owner of television station WPIX, which has televised New York Yankee Baseball for as long as I can remember and now televises the New York Nets basketball games as well.

Thanks in part to sympathetic news coverage in the Daily News, the Yanks and Nets can draw big TV audiences on WPIX, which can then raise its advertising rates for the games. Which means more money in the bank for the Daily News.



This is not to say that the Daily News doesn't treat the Mets and Knicks every bit as good as the Yanks and Nets. After all, the paper's main sports 'interest' is not its WPIX ad revenue, but its daily circulation of around a million, including people it has 'trained' to be good 'fans' (and hence good readers of the News' sports pages).

The TV commentators are not far behind: "In recent years the trend has been toward the professional team selling radio and TV rights to a network, and in the process, having the privilege of selecting the announcers. The result has been the 'All-America' announcer phenomenon (who, they say, is a 'rooter', not a reporter) which, subtly or otherwise, promotes the home team and frequently reminds the listener to get his tickets for the next home game. "I'm a house man," sportscaster and ex-catcher Joe Garagiola reportedly used to say. "That's what they're paying me to be."

Phil Rizzuto, former all-star short-stop and now announcer for the New York Yankees, was asked the New York Yankees, was asked by the New York Daily News how he feels when he hears reports that announcers are just skills for the teams they work for.

"That's a lot of garbage," said the enthusiastic announcer. I don't deny that I try to make the Yankees sound interesting... (and) they do play many exciting games and they do have some excellent ballplayers... Sure I root for them but what's wrong with that? I don't go out of my way to knock the Yankees, but what about these writers who knock the paper they write for? (or the paper's advertisers, we might add).

But neither has the relationship between sportscasters and advertisers been anything other than loving. It wasn't long ago that everytime a home run sailed out of the park, the announcer would come on to tell you that the batter had hit a "Ballantine Blast", or a "White Owl Wallop" or a "Case of Wheaties", or a "Case of Lucky Strikes", or whatever the sponsor happened to be that day.

Finally, amidst a chorus of protest -- none of which came from sportscasters -- the baseball commissioner had to remind his announcer jocks that, from now on "a home run will be called a home run." Shecter points out that sports and TV "have become so inextricably entwined that sports are television and television is sports."

An article in the Financial Post of November 11, 1967, quoted John Bassett, publisher of the defunct Toronto Telegram, owner of the Toronto Argonauts and chairman of Maple Leaf Gardens: "You must educate your audience and merchandise your product, and this can be done through television."

A similar story revealed that the Montreal Expos were producing a series of half-hour TV shows to educate their future fans, and they quote one club official: "We are particularly interested in attracting young

URE REVISITED

people-high school and university students, for example--to ensure fans for the future." (Financial Post, March 1, 1969).

Of course, we should not delude ourselves that it is all a case of greedy promoters "using" the media. If anything, the symbiosis cuts mainly the other way. Schecter remarks, "Television buys sports. Television supports sports...So, slowly at first, but inevitably, television tells sports what to do. It is sports and runs them the way it does most other things, more flamboyantly than honestly."

In 1964 CBS outbid its rival networks for the right to televise National Football League games and it seemed it would be beating NBC in the battle for Sunday afternoon viewers for years to come.

So NBC "created" the American Football League. The AFL at that point was mainly a collection of inexperienced younger players and NFL discards, who seemed to be unable to play defense. Fumbles flew off in all directions. Their games often resembled comedy more than football. But NBC knew a shrewd investment when they saw one.

They paid the AFL owners \$38 million for a five year contract, (compared with the just under \$9 million AFC had paid for the AFL's previous five-year contract), and this was the money the new league used to battle the old for the pick of the most promising rookies.

"We couldn't have competed," said AFL Commissioner Joe Foss, "without television." And sure enough, with NBC putting up a good part of the bankroll, the new league became almost as strong as the old, and NBC had a valuable product on its hands.

"If you don't watch these TV people," says former Boston Celtics basketball coach Bill Russell, "they will devour you. First they ask you to call time-outs so they can get in their commercials. Then they will tell you when to call them. Then they want to get into the locker room at half time. Then more and more. If you don't put on the brakes, they'll tell you when to play."

Russell made these statements five years ago. Now television does tell sports teams when to play -- for example, we have ABC's \$7.5 million schedule of Monday night pro football.

There has been a lot of hullabaloo about TV breaking up games to get in commercials. The TV people have always denied it. However, in May, 1967, pro soccer referee Peter Rhodes admitted that he was required to wear an electronic beeper on his shoulder, and when the network (CBS) signaled, he had to signal an "injury", thus allowing time for a commercial.

In her autobiography, Nancy Greene talks about how the schedule of the Olympic Games tended to be divided to suit the convenience of the TV boys.

But television controls not just when games are played, but whether they are played at all, and how they are played. Simply by giving coverage to some sports rather than others, TV can help ensure that those will be

the popular ones.

Pro football, to take one example, struggled along as a sort of freak show of overgrown colligians until TV "created" it as a sport in the militarized era of the Cold War. In some recent football All-Star games TV is said to have "prohibited" red-dogging the quarterback, in order to give the viewing audience a more wide open spectacle.

Schecter says the main reason the Milwaukee Braves were willing to go through the tremendous hassles of moving to Atlanta was that it was a much more lucrative TV market. Similarly, improved TV subsidies were said to be the reason the National Hockey League expanded from six to twelve teams.

It was television that uncovered pro soccer from the American sandlots and gave it national coverage. Without TV, sports like the roller derby and professional wrestling could not have survived. And it was ABC television -- that most patriotic of networks -- that concocted its own heavyweight championship elimination tournament to fill the 'vacant' throne of Muhammed Ali.

Lately ABC has come up with its own new-and-improved brand of hip sports promoter in Howard Cosell, a man whose supposed "tell it like it is" commentary on sports telecasts does not prevent him from ballyhooing and promoting the ritual with every second word.

It reminds you very much of the "damning" critiques of jockery by men like Jim Bouton and John Sample who, if you read their books, turn out to accept 99.9 per cent of the jock mythology. Not surprisingly, after his hotly debated, but cream-puff critiques of major league baseball, Bouton, too, had little trouble landing himself a network TV sports job, with ABC in New York no less.

In 1970, Bernie Parrish noted: "Crysler alone spent more than \$13 million to sell their cars to pro football's selective audience of 18 - 49 age group males in the wholesome setting provided by pro football."

But since the spectacular costs of sponsoring the games are worth it in terms of reaching the most lucrative markets these huge sponsorship costs become one more barrier a smaller company would have to surmount in order to stay in business. In this way, the huge

scale of the burgeoning sports-TV business acts as a tremendous stimulant to the growth of monopoly in American business, generally.

The amounts of money changing hands in all this are simply staggering. CBS is paying out about \$25 million a year for rights to televise pro football. And they more than get it back from the advertisers. At last



count, advertising costs for sponsors of the Super Bowl were approaching \$200,000 for a minute of commercial time! Of course, only the biggest corporations in America can afford the costs. The automobile corporations in America are high on the list (using "manhood" to sell cars).

John Galbraith, in his book, The New Industrial State, has perceptively noted: "The industrial system is profoundly dependent on commercial television and could not exist in its present form without it."

This certainly is true for the modern mammoth sports industry. But the reverse is to some extent true as well: It is doubtful if commercial television could have grown as fast, or could exist in its present form, without the sports industry.

In his treatise on "The Long Range Effects of TV and Other Factors on Sports Attendance," Jerry N. Jordan cites research proving that, "sports minded people, because of their great interest in competitive games, were among the first to buy television sets." TV companies were advertising such things as, "Your TV set is your ticket to

the fifty-yard line," or "Enjoy the game in comfort in your home regardless of the weather," and so on.

He notes that in 1948, the first year that television sets were being mass produced the percentage of TV time devoted to sports was sometimes as high as 35 per cent. Even now the most common plug for color TV buying is the suggestion that you can see the game in colour. Similarly, both pro sports owners and pay-TV companies are hoping sports can usher in the new super-gravy era of pay TV and profits for them both.

So the general rule is that television needs sports almost as much as sports needs television. In the era of monopoly capitalism both have the function of stimulating hyperconsumption and fronting for the mass advertiser, from who both industries ultimately get most of their financial backing and, therefore, by whom they are ultimately controlled.

It should be pointed out that these advertising costs are added on to the price of consumer goods, so that ultimately the working class is forced to pay the price of its own brain-washing.

Monopoly capitalism needs monopoly capitalist sports and vice versa. The material conditions that create the one also create the other.

As we have shown, sports watching helps to develop the sort of passive, acquisitive stance that favors escape or pseudo satisfaction through consumption generally.

If a guy is dumb enough to identify with a ball team, why not with a brand name beer. (Baseball and Ballantine. Baseball and Ballantine" is the little jingle that started all New York Yankee baseball telecasts for many years).

And if a guy is desperate enough to look for his manhood in a ball park, why not in a department store?

Sports machismo is good business. If you can keep the guys hustling after the brass ring of "manliness", you can sell them everything from "a man's

deodorant" to sports cars with drive."

In the final analysis, all this is based not on any special idiocy of the sports world, not even on any special deviousness of mass advertisers, but on the social relations of capitalist production itself. A guy who has to look for his humanity identifying with the super-masculine mental of his team obviously is not one who's engaged in creative decision making and control of work he can really believe in.

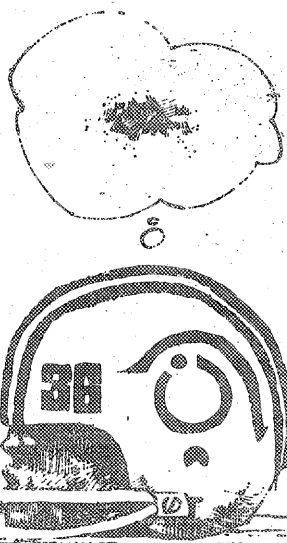
Turned into a cog on a job he does not believe in, with a woman whom the system has turned into another cog -- or even worse a housewife -- his sex life is not likely to be all that great either.

So he chases his manhood -- or the illusion of it -- where he may, more or less like a hungry mouse in a maze. The success of sports promoters, or promoters generally, is based not on their ability to inculcate "false" needs in people (as Marcuse, for one, seems to believe), but on their ability to turn genuine needs, which the capitalist system cannot satisfy, into vehicles for selling their products.

A good example of this is the commercial often heard during pro football games for Tijuana Smalls cigars -- a jingle repeats again and again, "With Tijuana Smalls, you know who you are, you know who you are."

The point is that the average fan does not know who he is. This system has turned him into a cipher, and in the back of his mind he knows it. Until there is workers' control over industrial production, and until that production is reoriented toward serving unmanipulated human needs rather than the accumulation of profits, people will continue to seek their humanity in commodities.

Paul Hoch is a humanities professor at Montreal's Dawson College. He is the author of the recently released book Rip Off the Big Game (Doubleday Anchor, 1973) on the political sociology of sport.



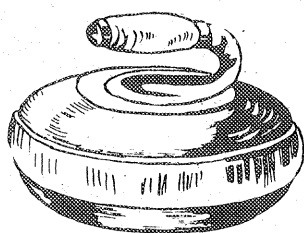
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- that end; then the game is over)
- The winning third (3rd) is
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score and the names of both
teams to Sports Stores (E32)



- Sliders and brooms are
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(E32) by leaving your I.D. card.
- DEADLINE for entries is
Wednesday, November 27, 1974
- Entry forms in E134

- all team members must be
from same technology except in
'mixed curling' team members
may be from any technology.

II. MEN'S CURLING

- Maximum of 32 teams
- Starts Monday December 2, 74
- Played every Monday and
Tuesday until finished
- A team is made up of five
members with one being a sub-
stitute
- A team can play with 3 mem-
bers; less than three results in
a default.

III. WOMEN'S CURLING

- Maximum of 6 teams
- Starts Wednesday Dec 4, 74
- Played every Wednesday
until finished
- A team is made up of 5
members with one being a sub-
stitute
- A team can play with three
members; less than three
results in a default.

IV. MIXED CURLING

- Maximum of 16 teams
- Starts Thursday Dec 5, 74
- Played every Thursday until
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- A team shall be made up of
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Frank Stempfle
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Marjorie Long and/or
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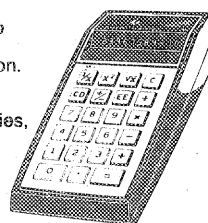
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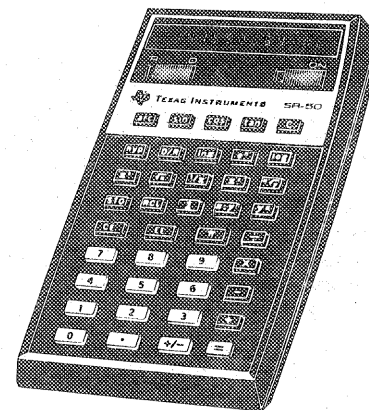
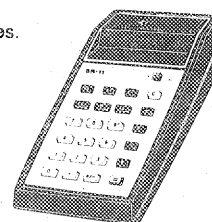
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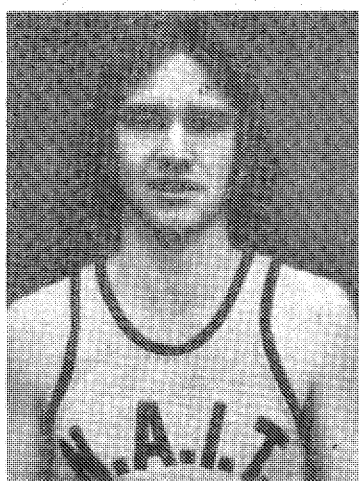
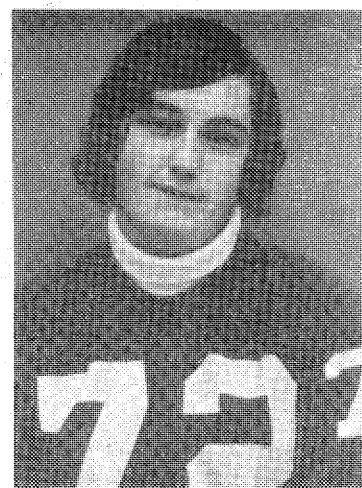
HOOP OOKS

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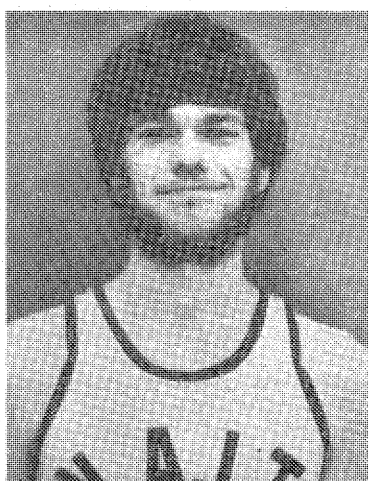


Jules Owchar
coach

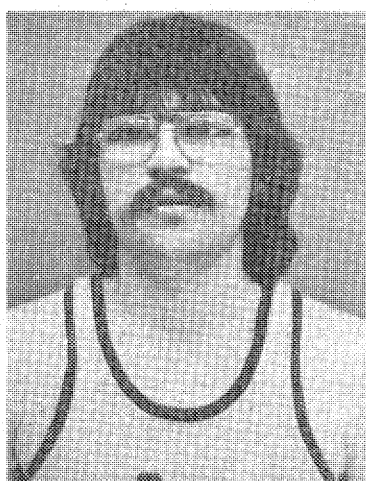
"Tank" Roberts
trainer
Industrial Heavy Duty I



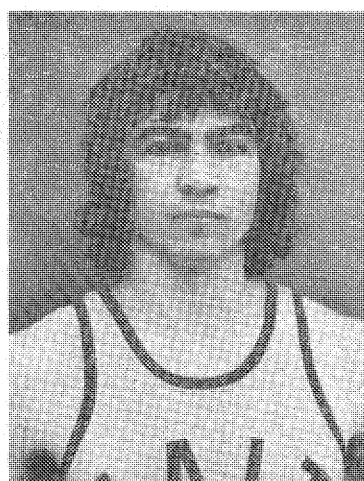
Ron Humting
6' 1" forward
Drafting I



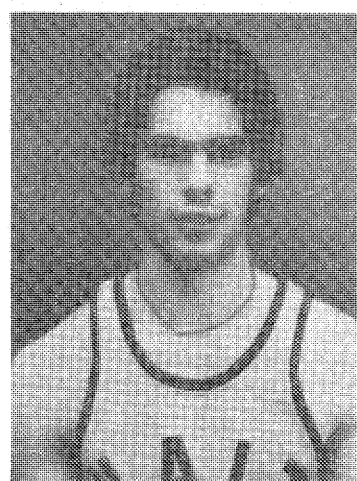
Barry Cunningham
6' 3" forward
Telecommunication I



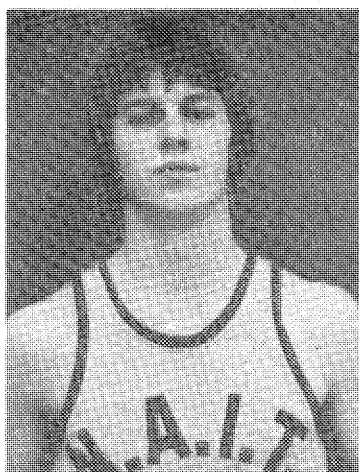
Herb Hackel
6' 2" forward
Architecture I



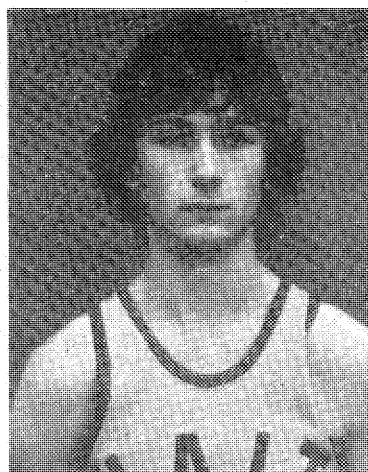
Rick Gawlik
6' 3" forward
Telecommunications II



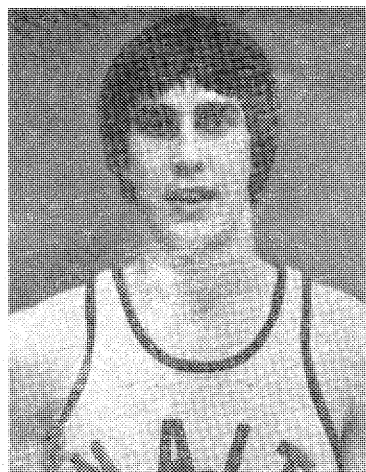
Mark Malone
6' 0" forward
Earth Resources I



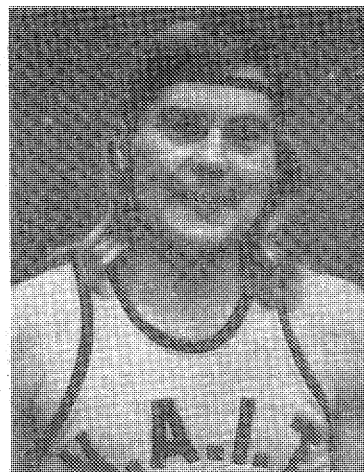
Marty Braden
5' 11" guard
Dental I



Doug Carter
6' 0" guard
Accounting II



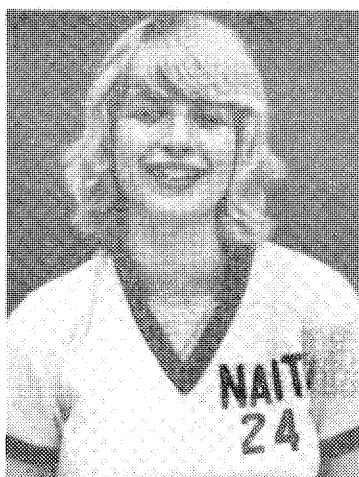
Phil Hansen
6' 4" center
Telecommunications I



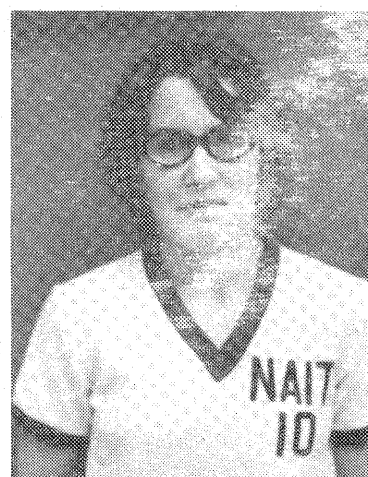
Larry Silvester
6' 1" guard
Instrumentation II



Gord Pidde
5' 11" guard
Marketing I



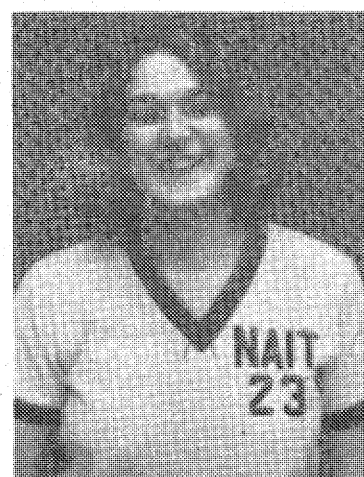
Sylvia Allart
6' 0" center
Sparwood, B.C.



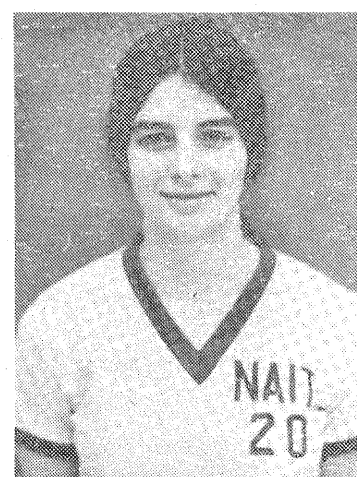
Carol Bokenfohr
5' 3" forward
St. Albert, Alberta



Sharon Reid
5' 8" forward
Peace River, Alberta



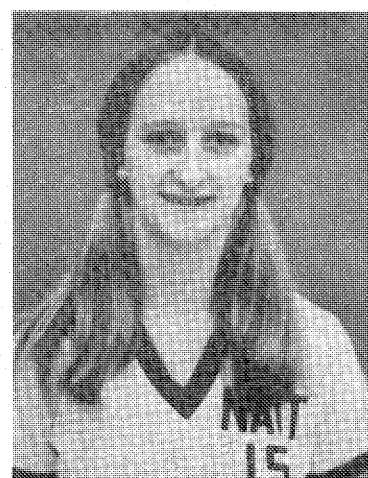
Helen Towne
5' 8" guard
Edmonton



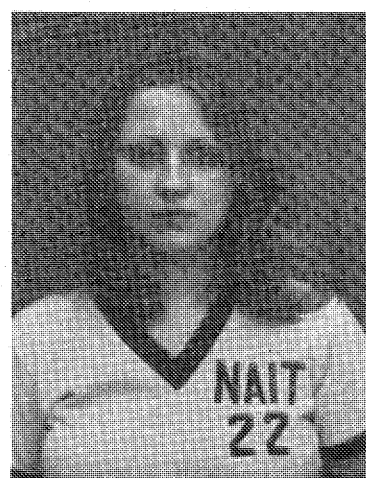
Susan Burris
5' 7" guard
Norbeck, Alberta



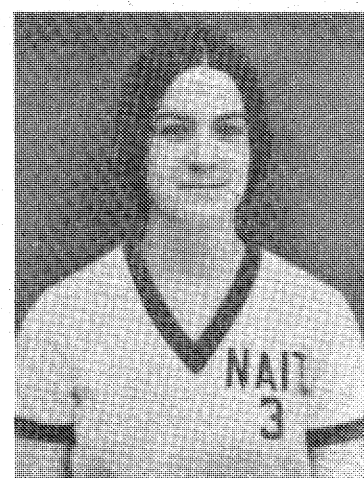
Diane Erickson
manager and statistician



Marion Grzyb
5' 3" forward
Breton, Alberta



Gloria Dille
5' 8" - center
Edmonton



Teddy Gibbs
5' 2" forward
Frobisher Bay, N.W.T.



Barbara Hanson
coach

100 years of Canadian Intercollegiate Football

from the
Canadian Intercollegiate
Athletic Union

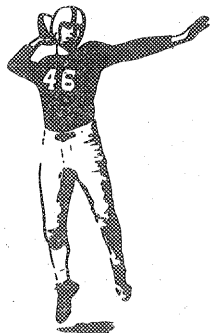
In October, 1874, the McGill Rugby Football Club played host to the Harvard University team from Cambridge, Massachusetts and from that first university football game in this country and for the next fifty years, college football was to reign supreme in Canada.

During the 1880's, the big three - McGill, Queen's and Toronto - began to compete on an annual basis with each other and later on in the decade were joined by the Royal Military College and the Ontario Agricultural College. During the 1890's, Ottawa College, Queen's and the University of Toronto won the Canadian Rugby Union Championship five of the first six years the Dominion Championship was played.

The 1898 season opened with the universities competing under the banner of the newly formed Canadian Intercollegiate Rugby Football Union and the Yates Cup, the oldest annually awarded football trophy in Canada, was donated for competition.

Lord Grey donates a \$50 cup

In 1900, the Intercollegiate Union withdrew from the Canadian Rugby Union, but returned in 1905 when Lord Earl Grey put up his \$50 trophy for annual competition in 1909, it was to

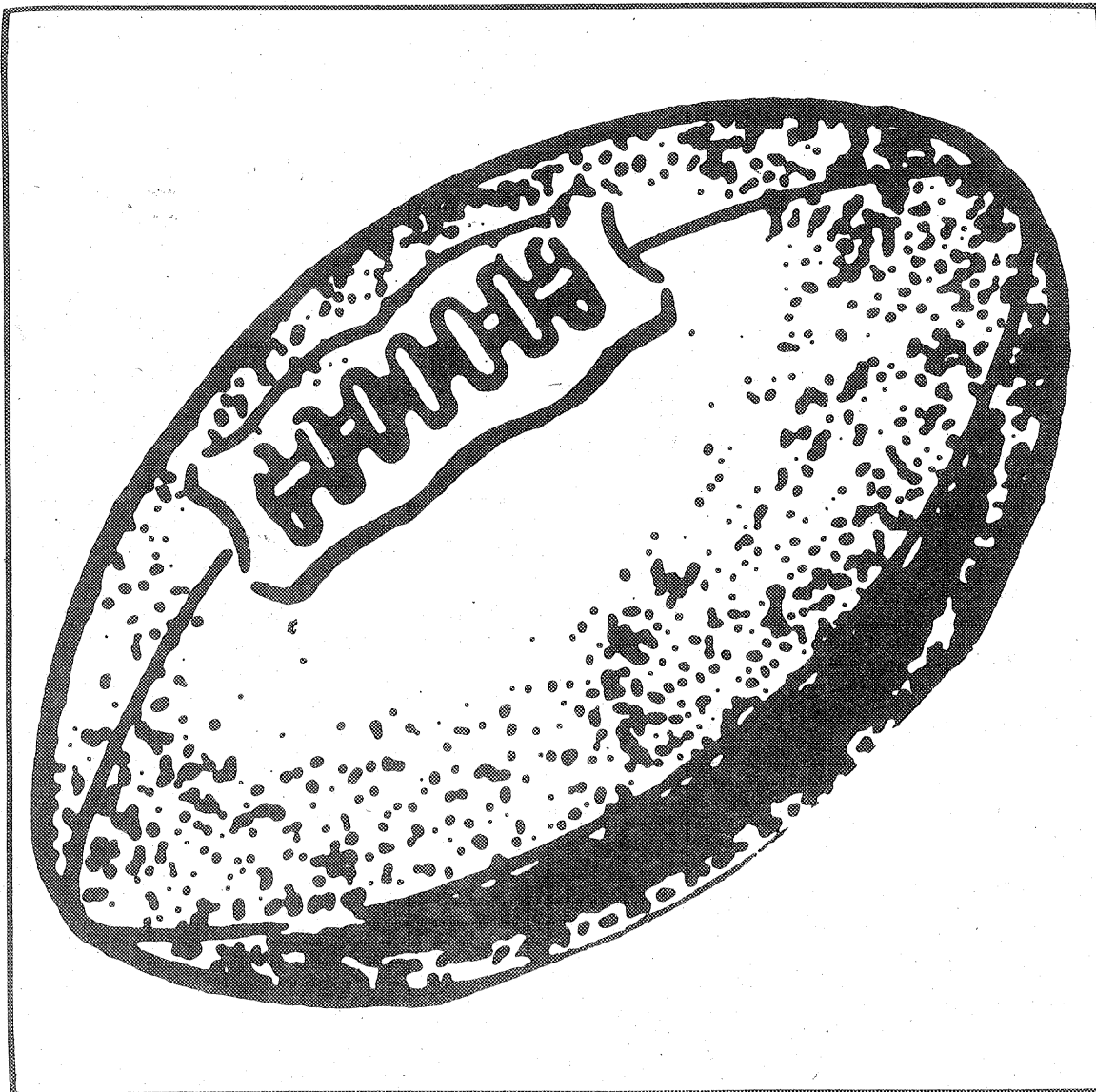


become the property of the universities for seven of the next nine years the cup was awarded.

The University of Toronto won the first three - 1909, 1910, and 1911. From most accounts, the McGill teams of 1912, 1913 and 1919, with the late great Frank "Shag" Shaughnessy, CFL and Baseball Hall of Famer, would undoubtedly have taken home the trophy had they decided to play the final game.

In 1920 it was the University of Toronto again winning the top award and then it was the turn of the tri-color of Queen's under the leadership of the late Billy Hughes. With Frank "Pep" Leadly, and the late Harry Batstone, the Golden Gaels ran a consecutive string of 26 victories, from 1922 to 1925 including three consecutive Grey Cups in 1922-4.

1924 marked the last time a university team was to win the Grey Cup and the Intercollegiate Union formally withdrew from Grey Cup competition in 1934.

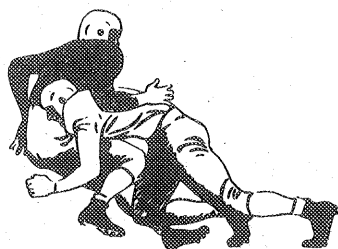


West organizes a league

The rapid development of the commercial sport did not, however, sound the demise of college ball, but rather directed the intercollegiate people to concentrate on internal growth.

In 1927 the Western Intercollegiate Rugby Football Union was formed, comprised of the Universitys of British Columbia, Alberta, Saskatchewan and Manitoba, and the "Hardy Cup" was put up for competition.

The league, however, was never strictly an intercollegiate one until 1967. Since the 1927 date, some university teams had competed against senior and professional teams within their respective provinces, while others aligned themselves with leagues south of the border,



because of the economics of travel.

In 1967, with the initiation of the CIAU National Championship series, the University of Calgary joined the four charter members of the Union to form the Western Intercollegiate Football League. From a shaky start and due primarily to the constant prodding and pushing of Dean Maury Van Vliet through the years, the WIFL has finished strong to participate in six and win four national championships since 1967.



Continual change of leagues, teams

In 1929, the University of Western Ontario joined Queen's, Toronto and McGill to form the Senior Intercollegiate Football League and in 1934 the Intermediate Intercollegiate Football Union was formed to provide competition for those other schools such as Ottawa, Royal Military College, Bishop's and Loyola, who were not eligible for membership in the Senior League.

As the number of teams continued to develop in central Canada, there appeared a succession of leagues and conferences until the present day where eleven teams from Ontario and three from Quebec have combined to form one league with two geographic divisions of seven teams each.



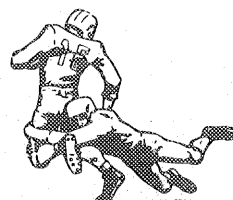
Russ Jackson, Ron Stewart from that era

During the '40's and '50's, the names of Metra and Tindall were synonymous with intercollegiate football. Metras, the coach at Western, retired in 1969 after thirty years, with a career record of 106-76-11, while Tindall - tied with Metras for games won - is commencing his 28th season at Queen's with a 106-74-2 record. In addition to the coaches, the legendary Joe Krol, Russ Jackson and Ron

Stewart were all products of that era. Krol later became a one-man wrecking crew for the Argonauts, while Jackson and Stewart teamed up to lead the powerful Ottawa Rough Rider teams of the '60's.

St. Mary's at Dalhousie in September of 1947, marked the inaugural of Atlantic Intercollegiate Football, but it was not until 1965 that the Bluenose Intercollegiate Football Conference was formed.

More than any other single person, Don Loney at St. Francis Xavier University who, from 1957 to 1973, garnered ten Atlantic university crowns and



a national championship, was responsible for the growth and development of intercollegiate football in the Maritimes. Gus Mac Farlane at Mount Allison and Bob Hayes at St. Mary's as well as people like Rick Black and Jim Foley have also helped to put Atlantic university football in the public eye.

100 years of intercollegiate football

In this Centennial year, 26 teams in four divisions - coast to coast - will be competing for the Vanier Cup, emblematic of Canadian Intercollegiate Football supremacy (the Cup this year was won by the Western Mustangs).

Initiated in 1965 as an invitational event, the Canadian College Bowl became the National Championship game in 1967 and since that time has contributed more than \$70,000 to the Canadian Save the Children Fund.

