



IN THIS CORNER

DICK AVRES

The author of the official handbook "This Is Little League," is without a doubt a lad who knows his onions.

The glossy, concise 64-page book contains two full pages on the vital subject of press relations, and the simple rules for publicity directors or press correspondents are laid down in a manner to warm the heart of the most cynical sports editor or news editor.

Since at the moment of writing we happen to be both of the aforementioned (but naturally not cynical), we dedicate this column to the Prince Rupert sports organizations and also to any other organization, civic, church, service or social club that wishes news of its doings to be reported.

Says the story in "This is Little League:" "News begins with people. Editors should have names of ALL people who are behind or taking part in the program. Date, time and place of meetings make news."

"Written statements should be released to the newspaper immediately" (not two days later) (the brackets are ours). "Put details on paper," the article goes on to say. "If possible stories should be typewritten and double spaced on one side of the paper. In the first paragraph answer the question who, what, where, when and why (or how). In subsequent paragraphs give more detailed information about the meeting."

"Editors," says the handbook, "are busy people. Stories must have reader interest or news value. Do not be dismayed if, in the beginning, prepared stories are changed or cut to bare essentials. And do not argue with the editor about publishing the story. The editor is the sole judge of a story's news value. Never badger him into publishing a story as a "personal favor." As your league (or organization, club, group) grows, the news it creates will be of greater interest to the community and so it will be certain to get better coverage."

The article concludes with a word of caution when it says, "because Little League (or any other organization, club or group) is comprised of human beings who are not perfect, it is possible that events may occur which might produce unfavorable publicity. If this happens," the article says, "discuss the matter with league officers as soon as it occurs and then give ALL the facts to the press. A one-day sensation will do far less harm than a long drawn-out controversy based on hearsay."

Of course, this is pretty much "big-town" stuff. Here in Prince Rupert clubs, organizations and associations, can see at a glance whether a reporter is present. If he or she isn't, then the publicity chairman or representative goes to work, not for the press but for their own group. You don't have to write the story, we can do that to save you the trouble, but for your group's sake let us know the details as soon as it has happened.

Nothing sours an editor so much as giving an outfit a big buildup to get people to attend, and because he wasn't able to attend due to other business, never learn the result. There's only one sports editor, one news editor, one reporter but there's 50 organizations meeting several times a month. It stands to reason that we can't get to all the meetings or all the games, but give us the dope and we'll see you get a story.

We'll be handing over the sports page to another writer shortly and we wouldn't want him to think that Prince Rupert folks didn't want news of their groups in the paper. So, if we can't make it around to your game or practice or meeting, phone us at 749, put a note in the mail chute at the Daily News office, let us know where we can get hold of you, or drop up to the editorial room and see us.

POST SCRIPTS—It's been suggested, and aptly too we think, that since Sheila Hicks is trying to work up a softball league among her Bo-Me-Hi Rainbirds, that a team of ex-high school gals band together to form a squad to play them. Maybe Bill McChesney would be willing to coach such a team and it would provide a change of competition for the high school gals. Understand there was a badminton banquet Saturday night, so we learned from one of the trophy donors. In any case Bill Wasyk of Skeena Grocery presented a mighty smart looking trophy to Bernice Cooper for the ladies' singles championship. Parks board chairman Pat Forman and Commissioner Art Murray have been giving Roosevelt Park the once over with an eye to making the needed repairs to the baseball back-stop before the season opens May 9. Art is pricing all metal, bowl-type backstops in the hope that since a new school is planned up near the park, the District 52 school board might share in the cost. They could do worse.

Fighting V's Again Knot Cup Series

PENTICTON, B.C. (CP)—Winnipeg Maroons, who needed a single point to clinch the western Canada Allan Cup finals here Monday night, will be looking for two when they line up in the eighth game against Penticton V's Wednesday night.

The Penticton club, who were supposed to be down and out, came storming back with three goals in the third period to stun the classy Winnipeg club 3-1. That left the best-of-seven series knotted at two games each, with three games tied.

The Warwick brothers, whose names have become synonymous with Penticton success in this hockey-mad town, saved their team from the brink of hockey oblivion as they accounted for the tying and winning goals.

Bill Warwick, taking advantage of an interference penalty to defenceman Ward Brandow, blasted in a goal at 10:34 from Jim Fairburn and Grant Warwick. Just 15 seconds later Dick Warwick struck for the winning goal from brother Bill.

GETS INSURANCE GOAL

Jack McDonald added an insurance marker at 15:28 from Fairburn and Kevin Conway. Gary Aldcorn flipped in the Maroons goal at 13:34 of the first.

The series was originally scheduled as a best-of-seven affair with the winner to meet the Sudbury Wolves for the Allan Cup final. The first game was tied 4-4, Winnipeg won the next 3-2, Penticton surprised next with a 7-1 victory and the fourth game ended in a 4-4 draw.

Maroons crushed Penticton 4-0 before the V's fought the visitors to the third 4-4 draw Saturday that left them one point away from the title. Venue of the eighth game was to be announced today by league officials.

Maroons opened fast here Monday but were denied until playing-coach Odie Lowe highlighted another top performance by feeding Aldcorn the puck. Penticton goalie Ivan McLelland was sprawled on the ice when Aldcorn snapped the puck home as Lowe picked it out of the scramble.

TEMPERS FRAYED

Winnipeg played it close to the vest from that point on striking only when the breaks presented themselves. Maroons held the edge in the play and tempers came close to flaring as the visitors checked closely.

Maroons seemed unable to organize themselves in the third period after Penticton clicked off their three fast goals and only threatened when Bill Warwick picked up his second penalty. But the zip that has given them the edge in the series was missing, temporarily, at least.

Maroons out-shot V's 9-8 in the final frame and laced McLelland with 33 attempts throughout the game. Penticton managed only 18 in reply.

SULLIVAN AND MATHER UNANIMOUS ALL-STARS

NEW YORK (AP)—George Sullivan, Hershey Bears' centre, and defenceman Frank Mather of Pittsburgh Hornets were unanimous choices for the American Hockey League all-star team announced today.

Others chosen were playing coach Frank Eddolls of Buffalo at defence, Gaye Stewart and Ed Slowinski of Buffalo at left and right wings and Gil Mayer of Pittsburgh as goalie.

Mather was the only repeater from the 1952-53 team. He has been chosen three years in a row.

Showdown Due in Majors For Early Season Victors

By JACK HAND
Associated Press Sports Writer

Blame it on the weather, the H-bomb or what you like, this is shaping up as one screwball baseball season.

New York Giants win three straight shutouts. Cleveland benches a 419 hitting first-baseman. New York Yankees bat a sour 220 while Chicago Cubs slug at 326. Rockies ride in the 400-plus stratosphere.

Now comes the showdown with the first interseasonal tests.

Chicago White Sox come east in first place in the American League, having won seven of their last eight and ready to take advantage of the Yankees' spotty spring form.

Paul Richards, who has contended all along that the Yanks can be beaten, lists a former Yankee, Don Johnson, to open in Yankee Stadium today. With Nellie Fox and Johnny Groth among the top 10 hitters and Ferris Fain tops in runs batted in, the Sox look like formidable challengers.

The Yanks haven't been able to hit any kind of pitching, left or right. Although every manager saves up the southpaws for New York, the Yanks were shut out Saturday by a rookie right-hander, Bob Trice, in Philadelphia.

Detroit, a real surprise in the first two weeks, opens tonight in Philadelphia where the "new look" A's appear tougher than usual. Bill Tuttle, the Tigers' new centrefielder, is off to a fine start with a 400-plus, but it's too early to buy him as a "phenom."

The East will watch with interest Cleveland's switch of Al Rosen to first to make room for rookie Rudy Regalado at third—a move which sent heavy-hitting Bill Glynn to the bench. The Indians open in Boston today against the Red Sox, who have been hurt badly by the injury to Mel Parnell, following Ted Williams' broken collar bone.

Major-Gen. Robert McClure told a press conference Monday that he is recommending that the star second-baseman's discharge request be denied.

Army Rejects Hardship Plea By Martin

FORT ORD, Calif. (AP)—Pte. Billy Martin, seeking a United States Army hardship discharge to rejoin New York Yankees, is encountering opposition from his sports-loving commanding general.

Maj.-Gen. Robert McClure told a press conference Monday that he is recommending that the star second-baseman's discharge request be denied.

McClure indicated he doesn't feel Martin is a hardship case. "The draft board investigated the situation. Besides, Martin came to camp driving a baby blue Cadillac. Anyone with a car like that can't be broke."

But Martin, who got out of the army after five months' service in 1952 on similar grounds, told a different story. The 1953 world series star said money earned in past years was "not so much, and it's all gone."

He said that in addition to supporting his mother, sister and step-father he must pay \$150 a month to his estranged wife for herself and their infant daughter.

Canucks Stop Stampeders 6-2

VANCOUVER (AP)—The Western Hockey League finals continue at Calgary Wednesday night with Vancouver Canucks boasting a 2-1 lead in the best-of-seven series and a hatful of prestige.

Unwilling to be influenced by their faithful who woefully predicted a five-game win for Calgary after the coast club lost the opener 2-0, Canucks stopped Stampeders 6-2 at the forum Monday after slapping them down 7-3 Saturday night.

Cy Rouse found the net with three Vancouver goals, Billy Deal hit two and Carl Kaiser shoved in the other. For Calgary, Sid Finney and Art Michaluk beat Lorne Worsley in the Canuck cage.

Stampeders went behind 3-0 after 20 minutes of play and trailed 4-1 going into the final where Vancouver edged them 2-1. The last of the sell-out crowd of 5,400 fans had not been ushered to their seats when Carl Kaiser and Larry Popelin set the stage for Rouse's first goal after only 68 seconds.

Rouse scored again from Popelin, who gathered in three assists, and Jack Lancelin at the 14-minute mark. Art Michaluk took the fourth penalty of the period seconds later, paving the way for Dea's goal from Allan Stanley and Chuck McCullough.

Stampeders outshot Canucks 8-3 in the torrid second period. Goaltie Bill Brennan made repeated forays to clear pucks ahead to his teammates.

Slade Takes Nod Over Jackson

BROOKLYN (AP)—Spoiler Jimmy Slade defeated Hurricane Tommy Jackson Monday night, taming the ring's latest heavyweight sensation by winning a unanimous 10-round decision at Eastern Parkway Arena. Slade weighed 181½, Jackson 194½ pounds.

Effectively counter-punching from a crouch while Jackson's long punches cut the air, the 18-to-5 underdog rocked his man repeatedly, on the way to his most important victory.

Judge Bert Grant had it 7-3, Judge Americo Schlavone 6-4 and referee Barney Felix 5-4-1, all for Slade.

Slade, a talented 27-year-old boxer, proved too smart and cute for the 22-year-old Jackson from New York's Rockaway Beach.

Ten Tournaments Lined By Thornhill Golf Club

An active and progressive year has been mapped out by the Thornhill Golf Club at Terrace with at least 10 major tournaments scheduled for Terrace and district and Prince Rupert golfers.

Chairman of the tournament is George Martin aided by Terrace team captain Bob Grabie and other members of the Thornhill Club.

May 23 will see the season get underway with the Skeena Valley Open. There will be three events of 18 holes each on May 23 with another 18 holes on May 24 for the Terrace Motors Trophy for two-ball, best ball with handicap; the Bob Parker trophy for medal play and the Martin Brothers trophy for handicap play.

The Thornhill club hopes to make the Skeena Valley Open one of the biggest events of its kind in the north. Players can compete for one or all of these trophies.

June 9 will see the qualifying rounds for the Ladies' club championship and the Terrace Hotel trophy.

June 13 will see the qualifying round of the George Cook trophy for the Men's club championship.

The top eight players of each event will play for the cups with the balance playing in flights for further prizes. This will allow until July 10 for players to complete their flights.

On July 11 play will take place for the Hart and Smith trophy for the junior club championship.

July 25 will see the Junior Handicap event run off for the Terrace Building Supply trophy.

Last Night's Fights

BROOKLYN — Gale Kerwin, 139, Ottawa and Valley Stream, N.Y., outpointed Joey Tufare, 141, Brooklyn, 4.

LEICESTER, England — Uber Bacilleri, 196, Italy, outpointed Edward Polly Smith, 181¾, Bermuda, 10.

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Canadian XI To Make Tour
TORONTO (AP)—Canada is sending an official cricket team to England this summer for the first time in history.
The Canadians will play 17 games during their stay from July 20 to Sept. 3. The schedule includes an unofficial test match against Pakistan, also touring the United Kingdom this summer, and games with four first-class English county teams. Another match will pit them against a Marylebone Cricket Club eleven.
Other Canadian teams have played in England at intervals over the last 50 years, but they were privately sponsored and did not meet such tough opposition as that lined up for the 1954 tourists. The tour is being made on the invitation of the MCC, world cricket's governing body.

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Remember When
By The Canadian Press
Jim Tobin, the right-hander of flutter-ball fame, pitched a no-hit, no-run game as Boston Braves blanked Brooklyn Dodgers 2-0 in the National League 10 years ago today. It was the first no-hitter in the majors for nearly three years, and Tobin failed by just two men of pitching a perfect game—one in which no opposing batter reaches first base.

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