

### IN THIS CORNER



George Beahon

There was a time when you had to know someone in the control room to get a decent table for the Hickok Belt dinners in Rochester.

The head table often contained as many as 32 talking heads, perhaps 20 of them real, live, big league sports stars.

Well the Hickok Belt now is given away at a free promotional sales luncheon in Chicago and New York, and the Press-Radio Club of Rochester's once automatically successful charity promotion is, let's face it, floundering.

Lincoln-Mercury arrived on the scene two years ago and sold a luxury car to the club for about half price, to wind up in possession of Washington Redskins running back Larry Brown. This replaced the Belt.

That was a brief, not so happy marriage, and the P-R Club needed a new sponsor. People poked around at prospects of luring Kodak or Coca Cola, but these attempts did not click.

The Italian-American Civil Rights League came out of nowhere with the most generous deal in the club's history. Asking for nothing, the league handed out \$2,500 toward the club's children's charities. And got largely ignored.

Gannett got into the act a year ago, giving up \$5,000 for the charity fund, and taking over promotion of local balloting for athlete of the year. This time around, the Gannett people got very involved in recruiting head table personnel, and learned some tough facts of life.

Jack banquet talent comes mighty high. Gannett last year authorized expenditure of \$2,700 for some Miami Dolphin talent, to beef up the head table. That came out of dinner revenue, and seriously cut into the bottom line.

Sports stars are even more expensive, despite recession. It became customary in the last 10 years to make package deals, bringing athletes into Rochester, then shipping them on to Jamestown and Erie, in package deals that helped fill the Rochester dais. At bargain prices. That's history.

A \$35 ticket is not easy to sell.

### Rochester Boxers Conquer Opponents

Rochester boxers defeated Ithaca, 3-0, and tied Buffalo, 3-3, in the New York State Amateur Boxing League competition last Jan. 31 at the South Avenue Recreation Center.

The St. Martin Boxing Club of the South Avenue Recreation Center played host to the meet which also pitted the area boxers against Geneva in a non-league match. Dates for future matches will be announced.

### DANSVILLE COMMITTEE

Dansville — George Miller and Dennis Shively are new members of St. Mary's Finance Committee. John Hammond is working out plans for a Day of Recollection for all the Parish Council members.

And when the winner — O.J. Simpson last year, Henry Aaron this time around — is not present, it does little to help "sell" the party the next time. Let's face it, O.J. and Aaron can command \$5,000 for some appearances, and are not likely to shag airplanes for a piece of glassware or metal sculpture, no offense intended. The Hickok Belt, as IRS soon pointed out, had definite monetary value. It's advertised now as a \$15,000 piece of jewelry. Best sources say Hickok (Tandy) could produce one for about \$8,000 at today's costs.

What I am saying is that the hotel banquet hall was not full of \$35 customers, and the head table was on the "light" side also, this year.

You can count on the fingers of one hand the number of sports reporters from Gannett represented in the P-R Club, so don't go blaming the WORKING press if the dinner loses lustre. If the big brass at Gannett wants to do it right, the name of the game is not an elegant metal-sculpture of an Old Newsboy. Today's superstars don't sing that easily. The format cries for help. Or else that \$35 ticket will become the easiest ticket in town.

### CYO Basketball Tournaments

**Monroe County Tournament:** The top two teams from each of the four divisions qualify.

Sunday, Feb. 16 - Elementary Boys (Quarter-Finals) McQuaid - 11 a.m. - 3:30 p.m.

- High School Boys (Quarter-Finals) Cardinal Mooney - 10 a.m. - 2:30 p.m.

Saturday, Feb. 22 - Elementary and High School (Semi-Finals) Cardinal Mooney Noon - 4:30 p.m.

Sunday, Feb. 23 - Elementary and High School (Finals) Cardinal Mooney 11:45 a.m. - 4 p.m.

### Elementary and High School All-Star Teams

(Ten players are selected by coaches from each of the four divisions.)

Saturday, March 1 - Semi-Finals at Cardinal Mooney 11 a.m. - 4:30 p.m.

Sunday, March 2 - Finals at Cardinal Mooney 1 p.m. - 3 p.m.

### Diocesan Bishops Tournament

Top two high school teams and top four elementary teams qualify for this tournament. Rochester CYO will play host to the first place high school teams and second place elementary teams from Elmira, Auburn, Corning and Geneva.

Saturday, March 8 - Elementary Quarter-Finals at McQuaid 10 a.m. - 9 p.m.

- High School Quarter-Finals at Cardinal Mooney High School - 10 a.m. - 9 p.m.

Sunday, March 9 - Elementary and High School Finals at Cardinal Mooney - Noon - 6 p.m.

### Opera Repertoire

The Barley School of Music will present the debut performance of the Creative Opera Studio, Feb. 12 at 8 p.m. in the Barley auditorium, 31-37 West Church St., Fairport.

The performance will feature four scenes from standard and contemporary opera repertoire.

### Monroe Baptists Urge Dismissal Of Attica Cases

The Monroe Association of American Baptist Churches called last week for the dismissal of all indictments that came out of the Attica uprising of 1971. They also asked the state to release funds appropriated for payment of defendants' legal expenses.

In a resolution taken at the association's 148th annual meeting, delegates said they assumed, as citizens, a share in the responsibility for the violence at Attica and declared that "there is no way through judicial proceedings to serve justice after the months and years of accumulated injustices persons accused of crimes have endured."

The resolution asked individual congregations to study the moral aspects of the situation and endorse the appeal to the governor and attorney general.

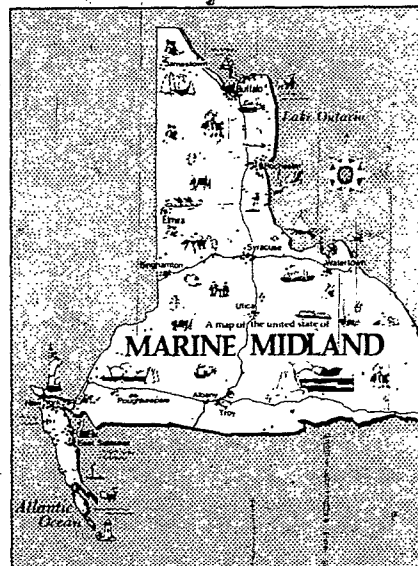
The meeting took place Jan. 27 at Fairport First Baptist Church.

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