

**Suds and TV at MLG**

A new broadcasting deal between Molson Cos. Ltd. and Steve Stavro-controlled Maple Leaf Gardens Ltd. is expected to be announced Sept. 1, according to sources.

If Stavro had been successful in taking MLG private (he wasn't), details of a new television agreement would not be divulged. But MLG is still a public company, thanks to a court injunction obtained by the Public Trustee this week.

Questions shareholders might want to ask about the Molson-MLG deal:

- In the new TV agreement, does the

revenue paid to MLG for the rights to Leaf games include retroactive payments dating back to 1984?

- Could Stavro-controlled MLG earn as much as \$80-million in retroactive TV revenue alone from this agreement?
- Were or are MLG shareholders aware of this speculated retroactive agreement? Answer: No.
- Did Molson lowball MLG in its 1981 contract for Leaf TV rights? Answer: Insiders say yes. Harold Ballard, then the owner of MLG, might have felt he owed Molson a favour, because in 1980 Molson bailed him out of financial trouble by lending him \$10-million. To sweeten the deal, Ballard gave Molson an option to buy 19.9 per cent of MLG stock (exercised by Molson in 1990).
- In the 1980s, was the TV revenue earned by the Leafs (playing in Canada's largest market) only marginally more than the money paid by Molson to the Quebec Nordiques (in the NHL's smallest market)? Answer: Yes.
- Was this inequity eventually brought to the attention of MLG directors? Answer: Yes. And on Jan. 7, 1991, MLG issued a news release stating that the MLG board was "in the process of completing a review of the broadcasting agreement with Molson." MLG also stated in the release that it "believed it was entitled to an increase in the compensation package" from Molson.
- Based on a ratings formula, did MLG determine it was entitled to an additional \$10-million a year from Molson, retroactive to 1984? Answer: Sources say yes. MLG was receiving about \$4- to 4.5-million annually at the time.
- Were the Leafs able to revise their TV deal with Molson in 1991? Answer: Nothing was announced.
- Would news in 1991 of additional broadcasting revenue for the Leafs

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have increased the value of MLG shares? Answer: Probably yes.

- Would the increased value of MLG shares have forced Stavro to pay more for MLG in a takeover? Answer: Probably yes.
- Was Stavro able to secure a free, exclusive option in 1991 to buy the 19.9 per cent of MLG shares held by Molson? Answer: Yes.
- Will Steve Stavro's acquisition company, MLG Ventures, receive all the money from a new TV deal with Molson, retroactive or otherwise? Answer: Most of it (about 92 per cent).

**Canada puts Russia on ice**

Canada's amateur hockey body has put Russia in a diplomatic deep freeze, insiders say.

The dispute, apparently, is over a significant amount of money owed

the Canadian Amateur Hockey Association by the Russians (related to expenses incurred by touring teams).

The Russian ice hockey federation hasn't paid up, so Canada has not invited Russian teams to tour Canada during the 1994-95 season — the first time this has happened in years — and Canada will not be sending a representative to the Izvestia Cup hockey tournament in Moscow.

**Death of baseball**

"Baseball is doomed. It is the inclusive mesh of the TV image, in particular, that spells the doom of baseball now, but it'll come back. Games go in cycles." Marshall McLuhan, in 1969.

## Gilmour assumes Leaf captaincy

Club legends watch over ceremony

BY ROBERT MACLEOD  
Sport Reporter

TORONTO — It was said that Doug Gilmour wanted to keep it low key when the Toronto Maple Leafs finally got around to announcing that the 31-year-old was to be the new team captain for the 1994-95 National Hockey League season.

If low key constitutes a luncheon at the glitzy new Hockey Hall of Fame, attended by a who's who of former Leaf greats who all ascended to the Leaf captaincy, where a video was shown featuring Gilmour scoring goals, Gilmour hugging kids and Gilmour generally looking serious, then the Kingston, Ont., native got his wish.

"A no-nonsense kind of a guy (at least off the ice), Gilmour could be forgiven if he appeared just a bit sheepish by the time Leaf president and general manager Cliff Fletcher invited him up to the podium yesterday for the presentation of Gilmour's new jersey with the large C stitched on the left shoulder.

The presentation was made by Red Horner, a former Leaf captain and rambunctious defenceman who led the team in penalty minutes for nine consecutive years during the 1930s. Horner, who still appears capable of dishing out a stiff two-hander, was a member of the Leaf team that earned the franchise its first Stanley Cup in 1932.

Looking on as proudly as new fathers were Rob Ramage (1989-91), George Armstrong (1957-69), Syd Smith (1955-56) and Bob Davidson (1943-45), all former Leafs who at one time displayed the C on their sweaters. Also on hand was Darryl Sittler (1975-81), another former captain who would be able to provide Gilmour with tips on how to quickly remove the C from his

sweater, should the situation ever arise.

After accepting his new jersey from Horner, Gilmour quietly told the gathering that as the 15th captain in Leaf history, he has "big shoes" to fill, referring especially to those belonging to Wendel Clark, the most recent Leaf leader before being dealt to the Quebec Nordiques.

After that, Gilmour fielded questions from the serious media types who had gathered to witness the coronation.

"How do you get your hair to look so good, Doug?" was the first question the new captain had to field, a reference to Gilmour's new television commercial for a dandruff shampoo.

Later, after all the hilarity had subsided, Gilmour said the additional shoulder embroidery won't suddenly cause him to alter his demeanour and become a "Ra-Ra" guy in the dressing room.

"My game consists of going out and working hard each and every night," said Gilmour, the Leafs' scoring leader last year now entering his 12th NHL season. "I'm not that vocal in the dressing room. At times you have to be at the right moment, but we have 20 other guys on that hockey club in the dressing room that are all character people who are going to have a chance to speak at certain times."

One of those won't be Clark. In June, the immensely popular winger was shipped to Quebec along with defenceman Sylvain Lefebvre, minor-league prospect Landon Wilson and a draft choice for Quebec centre Mats Sundin, defenceman Garth Butcher, forward Todd Warriner and a draft choice.

The Leafs are looking toward Sundin to relieve Gilmour of some of the offensive load he has shouldered for



The man who captained the Toronto Maple Leafs in 1938, Red Horner, was on hand yesterday to present the captain's sweater to the newest captain, Doug Gilmour.

the Leafs over the past couple of seasons and Gilmour believes the smooth-skating Swede has all the tools to do just that.

"I think we've got three guys now [to show the way offensively]," Gilmour said. "You have Mike Ridley [acquired in a trade with the Washington Capitals], who is a good point-a-game guy. And you've got Mats Sundin who had a bad year [last season] and still got 85-90 points. That's not a bad year. So if this guy can play the way I

believe he can... he's going to be phenomenal. He can have anywhere from 130 to 150 points for us."

Fletcher said that if anybody can handle the additional pressure of being team captain, it's Gilmour.

"Quite frankly, Doug is the type of person I think who can handle it with ease," Fletcher said. "It sounds corny, but it's almost as if he's been in training for a role like this his whole career. He knows how to deal with the media and he's great in dealing with the public."

## Mounties' show an entertaining ride

THAT clown sitting next to the visitors' dugout at Henderson Stadium in Lethbridge tonight won't be one of the major-league baseball owners. They don't need outfits.

No, the guy in the clown suit will be the Paul Edmonds. He broadcasts the Lethbridge Mounties' games on radio. He'll be doing tonight's Pioneer League game between the Mounties and the Idaho Falls Braves in the outfit and at the same time will be giving children helium-filled balloons, not to be confused with baseballs used at major-league games in April.

It's just another of the crazy things that happen when the Mounties play at home. The idea, besides being harmless fun, is to raise some money for the Lethbridge Regional Hospital Pediatric Unit.

The Mounties couldn't bring back The Dynamite Lady this year, but they did develop a setup where fans could have haircuts without missing a pitch, with half the money going to the Canadian Cancer Society.

They've also had penguin races and a pizza scream for a two-foot pizza. They have 50-50 raffle draws at each game for a charity, so you get the idea. And it all works.

On their previous homestand — tonight is their first home game since Aug. 9 — their attendance reached 31,000 for a season that began in mid-June. Last year, they drew 28,000 for the whole season, a club record. This year they are averaging 1,300 a game and are on a pace to draw 45,000 for the season. Two years ago, under different management, the team was averaging 500 a game.

"We do a lot of community type things," said Matt Ellis, the club's vice-president and general manager. "People are talking about this franchise like they never have, it's real exciting to see the growth."

The Mounties don't have a lot of things stacked in their favour. The Pioneer League is in the Rookie classification, near the bottom of the ladder in professional baseball. And they are a co-op team as well. That means they don't have any well-publicized No. 1 draft choices sent their way by a parent club. They don't have a parent club. Last season, they had quite a few surplus players from the Pittsburgh Pirates, Florida Marlins and the Cleveland Indians and a half dozen free agents. But this year none of their players were taken in the June draft, or signed as free agents, so they're not connected with any major-league organization.

Yet, until a couple of weeks ago they were doing far better than expected. "We were competitive for a



LARRY MILLSON  
On The Minors

long time then hit a skid," Ellis said. "A nine-game losing streak, then we won one and lost two more."

Last season, when the Mounties were struggling, they sent out a lineup arranged in alphabetical order for a game and won. They tried it again this season during the slump. They lost.

The players tried everything they could to break out of it. One night all the players wore their uniform pants long so the socks didn't show. That didn't work. The next night they wore their pants short so all the socks showed, like a team of Delino DeShields. They lost.

But if they can get hot for the next couple of weeks they still might finish second in their division. "I'm hoping some of them get signed," Ellis said. "Some of them deserve it, they've played well. Our left fielder, Chris Priest, is having a dynamite year. I've never seen anybody approach the game like he does. He's hard-nosed all the way."

Priest hit his 11th homer Wednesday night in an 11-4 victory at Ogden.

Ellis, 25, is working with his fourth minor-league team. But this one is special. His father, Mike, a developer who lives in Irvine, Calif., is the president. Matt runs the team in Lethbridge while his father oversees it from a distance. They talk on the phone almost every day. "He's a very hands-on president," Matt said. "He loves this franchise, he loves the city. He likes to be involved as much as possible."

They used to attend California Angels games at Anaheim Stadium together before Matt went off to Arizona State University and then into minor-league baseball. At the same time, his father had an urge to become involved in the game.

"He always wanted to be a part of this in some manner," Matt said. "He got this opportunity and he went for it. Then when he got the team he contacted me."

"My dad and I have a great relationship and baseball has always been a big part of it. It was kind of like a dream come true for us to both be able to work together on a ballclub."

## Talks set on baseball strike

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"No one dissented when I talked to them," he said.

Last week some owners said they should join the talks, but they were quickly silenced when Bud Selig, the acting commissioner and owner of the Milwaukee Brewers, issued a memo directing them to stop making such comments publicly.

Owners have attended bargaining sessions in previous negotiations to reach a labour contract, including the last set in 1990. This time, however, it was decided that Ravitch and his staff of lawyers would be the only people to participate in the talks.

"I've never had any objections to owners being present," Ravitch said at his news briefing. "I said the owners felt that just like the players had a union to represent them, the owners have designated somebody to represent them. I think this is a healthy suggestion and one that will advance the negotiations at this point and I welcomed it."

Asked what the owners' presence could mean, Ravitch said: "I'm not sure what can be accomplished. I can't sit here and tell you that it will necessarily make a difference. They're there to interact with the players. It compresses the process and it's more likely to lead to a faster solution."

In the weeks leading to the strike, the players made a major point of the owners' absence from the talks.

"It's a pretty clear signal that they did not want to sit and talk to the players directly," Fehr said yesterday, "that they did not want to answer their questions, they did not want to engage in dialogue with them. I think it's been a pretty clear signal that they weren't trying to reach an agreement."

Asked what positive effect the owners' presence could have, he said:

"We'll have the possibility of having dialogue to and from the people who actually know how their business is run."

**HOOLIGANISM / With security crackdown, 'lager louts' fall out of fashion**

## English soccer turns gentlemanly

BY PAUL GAINS

Special to The Globe and Mail

HOOLIGANISM in English soccer has been well documented during the years and when England failed to qualify for this summer's World Cup, U.S. organizers were relieved they would not encounter the "lager louts" who have severely damaged the sport.

Apart from some minor incidents of public drunkenness, the tournament ran trouble-free, lending credence to those who are prepared to blame the English interminably.

But the reputation today's fans must endure is no longer warranted, says David Bloomfield, a spokesman for the English Football Association. Security measures initiated by the F.A. and its member clubs have helped to virtually eliminate the problem and have brought families back to the domestic game en masse.

Indeed, league attendance has increased steadily in each of the past six years, leaving Bloomfield and his colleagues to view the opening of play in the Premier Division, this Saturday, with a considerable degree of optimism.

"Stories of football hooliganism in England are something like five or six years out of date," Bloomfield says proudly. "The behaviour of the English supporters in the 1990 World Cup in Italy, for example, was of such high standard that it allowed English clubs back into European competition after five years of exile."

The Union of European Football Associations had barred English clubs after fans of Liverpool and Italian club Juventus clashed before the 1985 European Cup final in Brussels' Heysel Stadium. In the aftermath, 40 people, mostly Italians, were left dead and hundreds of others injured. The shocking pictures were viewed around the world leaving an indelible black mark on soccer.

Now, closed-circuit television cameras are mandatory at all English grounds. The installation costs, which can run in the vicinity of \$100,000, are completely the responsibility of the clubs. The respective police forces have the advantage of spotting signs of potential trouble in the crowd before it escalates and leads to violence.

"I think that the people who were involved in this behaviour had no particular interest in the sport, but with the benefit of these cameras they can be identified," Bloomfield says. "These people, who are basically criminals, are aware of this fact and if they wish to engage in antisocial behaviour I think it might be suggested that they do it outside the football grounds, because no longer will the crowd provide the safety of numbers and hide them away as was previously the case."

With the introduction of the closed-circuit cameras, the organized gangs of thugs who followed their team from game to game, enacting unprovoked violence, have disbanded. Changing social patterns also have had an impact.

"It's become very unpopular and unfashionable amongst young people to take part in this sort of behaviour whereas once upon a time there was a certain degree of glamour and excitement attached to this," Bloomfield says. "It might seem strange to say so, but young people did perceive being a football hooligan in those terms."

ANOTHER contributing factor to soccer's kinder, gentler image is that the top 40 stadiums in the country are undergoing renovations that will make them all-seaters. Gone are the archaic terraces, where supporters were crammed into a confined area and where they would stand for the full 90 minutes. Although the Football Association does not directly compensate the clubs for this expense, a percentage

of the tax money collected from the weekly soccer "pools" is turned over to them for this purpose.

At the conclusion of 1993-94 season one of the most famous terraces in England, the "Kop" at Liverpool's Anfield ground, was similarly retired. An emotional ceremony to mark the occasion was held and the capacity crowd, led by Gerry Marsden (formerly of Gerry and the Pacemakers), sang his 1960s hit *You'll Never Walk Alone*. The song has become an anthem to the Liverpool faithful. Pieces of the Kop — bricks and stanchions for example — were later offered for sale to Liverpool fans and all the proceeds turned over to charity.

Ron Pearce is in charge of security at Upton Park in London's east end. The ground is home to West Ham United. Ten years ago at the height of the hooligan problem, visiting supporters, taunted by West Ham fans, had to be given an escort to and from the stadium by mounted police dressed in riot gear. Trouble on the terraces was a regular occurrence with scores of offenders either ejected or transported to the nearest lockup. Upton Park is in the midst of its conversion to an all-seat stadium and Pearce, for one, is jubilant at the move.

"All-seat stadiums have made it easier to control the crowds. If they're sitting in a seat there's not much they can get up to," he explains. "We also have more efficient stewards. They are sent to training on how to deal with crowd situations and this is happening all across the country."

By December, Upton Park will have a capacity of 26,000 seats, which is a reduction from the past when crowds of more than 40,000 walked through the turnstiles. Ticket prices will invariably rise by a couple of pounds to make up for the deficit, but there is a significant savings in another area.

"We've drastically reduced the number of police," Pearce says.

## Jays stay in Syracuse

Money for stadium saves affiliate

BY LARRY MILLSON  
Sport Reporter

The way was cleared yesterday for Syracuse to keep its Triple A franchise and its affiliation with the Toronto Blue Jays.

The Onondaga County legislature yesterday approved by a 20-3 vote the allocation of \$3-million to a new stadium and also approved the lease for the stadium.

It was the final step that will give Syracuse a new 12,000-seat stadium, which is scheduled to open in April of 1996.

Under the plan, the Chiefs, who have been the Jays' Triple A affiliate since 1978, will manage the new ballpark for at least five years and lease the stadium from the county for 15 years. Construction is expected to begin by November and be completed by April 1996.

While the cost of the stadium itself will be \$23-million, the total cost of the whole project is about \$32-million when access roads, parking lots, concession stands and a scoreboard are included.

The state is providing \$16-million, the Chiefs are raising \$3-million and the Blue Jays are on record for a \$1-million contribution.

The stadium, which will have artificial turf, will be built adjacent to the Chiefs' current home, MacArthur Stadium.

The old stadium fails to meet the standards established in recent years for minor-league parks by the major leagues.

The Jays had until this weekend to declare their interest in taking on a new Triple A affiliate. They had expressed their reluctance to extend their working agreement for another two years (the minimum length of time for an agreement) with the existing conditions at MacArthur Stadium.

"I don't like spending the money on the stadium," said Terry Pickard, a Republican legislator. "But it's a good deal for the community. MacArthur Stadium is almost 60 years old, and it's going to require substantial renovation in a few years anyway."

Opponents didn't want taxpayer money used for such a project.

"It's been difficult and sometimes discouraging, but it's here now," said Tex Simone, the Chiefs' general manager. "It will have a great impact on central New York. It will probably stabilize professional baseball here for the next 40 years."

With the major-league baseball strike and the Chiefs pursuing their first playoff berth in five years, attendance at MacArthur Stadium is on pace to surpass the club's attendance record of 307,922 set in 1991.