

**L**IKING football is one thing—a few dollars for a pair of tickets, a blanket and, perhaps, a wee jug takes care of the situation. But allowing your enthusiasm to wander beyond a grandstand seat is another thing altogether. Modern football financing calls for a stout heart bolstered by an even stouter bankroll.

Prize example along Canada's 2,240-mile senior grid belt extending from Montreal in the east to Calgary in the west, is the Montreal Alouettes Football Inc., which today represents the biggest pigskin-punishing business proposition in the country.

Coach and No. 1 financial backer of the Montreal set-up, Lew Hayman, opened his ledgers at the request of *Canadian Business*. Reaching absent-mindedly for the aspirin bottle, he pointed to where it said "total" in the expenses section.

"There you have it in black and white," he said. "To operate a senior football club in Montreal in big league fashion costs about \$75,000 a season."

How does the investment shape up?

"It represents a proposition entirely contingent on your team's showing and weather conditions. You stand a chance of clearing \$50,000 on a season — or losing \$50,000 on a schedule of six home games, excluding play-offs. It's a gamble of the first water. Our capacity crowd at the Montreal Baseball Stadium — including the kids' seats — totals 19,975, with a potential gross of \$26,000. Yet, even if your team is at the top of the league and you're playing rip-roaring contenders, a cold rainy stretch up to and including the day of the game could drop box office gross at least \$7,000 — which is not recoverable in any form."

#### Hayman's Budget

The team equipment item is particularly shocking. Fathers accustomed to doling out two or three ten-spots to junior for bits of football gear would think they're getting off easy on looking at "father" Hayman's budget. Last season he spent \$6,500. Players are specially hard on pants and they cost \$30 per pair.

Hayman's travel expenses are heaviest of any team in Canada because the Big Four schedule finds Alouettes

farthest away. It costs the club about \$1,500 for a trip to Toronto for dates versus the Argonauts, and the schedule calls for two such dates. Trips to Hamilton for games with the Wildcats cost about the same and there are two of those trips. The two Ottawa trips cost about \$700 each. His travelling costs for the season's regular games: about \$7,500.

Compare that travelling bill with Argos', for instance, and you'll note that two of their trips are to nearby Hamilton, at a cost of a little over \$100. The team goes by bus, eats one meal there and comes back the same evening.

The Baseball Stadium, where Alouettes play their home games, deducts 15 per cent as rental and another 12 per cent goes for tax.

Salaries? Well-1-1-1, the Big Four is supposed to be an "amateur" loop

but Hayman doesn't pretend that an American star like Virgil Wagner brings his family up to Canada for a few months' vacation at his own expense. Nor does any team in the league pretend to be hanging on to the rather threadbare simon-pure code any longer. My own information, based on talks with the players themselves, is that Hayman's payroll runs between \$35,000 and \$50,000 per season. He has no star drawing as high as Frankie Filchock of Hamilton Tigers (Ontario Rugby Football Union), who is guaranteed \$10,000 per season, but there are more to pay. The Ottawa, Toronto and Hamilton teams draw (mainly from their own areas but Montreal, being 75 per cent French Canadian, has yet to produce enough native, first-class talent to provide a contending team. Alouettes' basic



—Canada Wide Photo

## FOOTBALL FINANCING

by ANDY O'BRIEN

strength—until French interest produces—must come from expensive imports.

#### Those American Imports

There are, of course, many who take violent exception to the stress being laid on American imports in Canadian football. One letter I received recently from a strong-minded fan says:

"Just because a mass of muscle comes from Wetumpka, Alabama, or Shoshone, Idaho, you press people glorify and headline him throughout the season to the morale detriment of local talent."

Another letter asks:

"What imports we get here represent nothing more than rejects of good American teams—after all, if they are so good why didn't they make the grade below the border?"

Still another moans:

"These American imports get all the gravy while our Canadian boys get the peanuts."

And finally:

"Imports are permitted to dominate key positions, thus preventing local boys from opportunity"

Ted Reeve, sport columnist of the *Toronto Evening Telegram* and one of Canada's top-notch intercollegiate coaches, recently quipped in verse:

*"The rugby scribe said to the coach of the team:*

*'Who are those strangers at play?*

*They loom very large in your practice 'twould seem*

*And they have a professional way.*

*Their biceps look large, they show oodles of speed,*

*Their movements are very adroit,*

*They look very much like some chappies indeed*

*We saw with Green Bay. Or Detroit' "*

To all of this barbed commenting and quipping, Lew Hayman lends an attentive but unsympathetic ear and in this fact lies an interesting sidelight grid fans have forgotten—or never known.

Toronto Argonauts had been in the grid doldrums for almost a decade before American-born and American-

champs, the Argos are still sans imports.

Doesn't the Argos' story conflict with the policy of high-priced importing?

"Not at all," says Hayman. "In fact, it's entirely in line with the highest possible 'import' policy. To put it in a nutshell, teams have to have a high calibre of play to win admirers and influence gate receipts. That's most important. Argos brought up their calibre and, once raised, realized it was cheaper and more crowd-appealing to feature home-brew talent.

"In Montreal, I hope to cut down my imports gradually. But calibre must be kept up. If Argos start slipping, they'll return to imports."

#### Jacking Up Montreal

The Montreal situation was at the almost-hopeless stage before Hayman fanfared into the picture. Fred Porter, a wealthy sportsman who had only a "slice" of the then Montreal Football Club, admitted he had gone for a loss of \$50,000 in five years as a grid enthusiast who had left the grandstand.

Hayman introduced Virgil Wagner shortly after his arrival in 1946. Wagner is still Canada's best quarterback and, despite mail suggesting

**Lew Hayman, coach and No. 1 financial backer of the Montreal Alouettes, recently opened his ledgers and disclosed to Sports writer Andy O'Brien some of the cold facts—and the headaches — of operating a senior football club.**



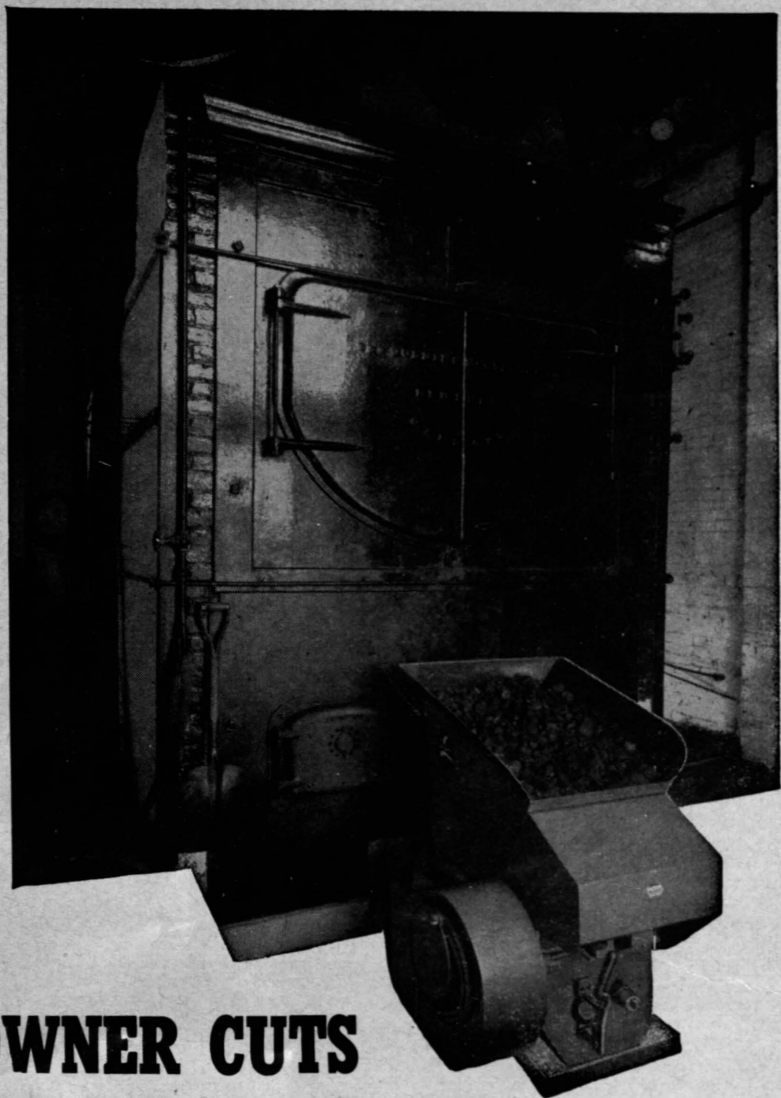
—Turofsky

trained Hayman was imported to infuse typical American zip and color. With him he brought two key American players, Andy Mullen and Frank Tyndale. With this new blood, plus the best of the old—and his own strategic genius—Hayman guided Argos into a golden era. In his first year he piloted them to a Dominion championship. In his nine Toronto seasons he amassed a total of three Dominion crowns, three Big Four championships and ended no lower than second in the league in the six other seasons.

Yet — and here's the bunch — before he left Argos, Hayman had decreased and finally eliminated "imports". Currently reigning Dominion

imports are inferior, ranks as a splendid type of athlete and laudable inspiration for the kids. Hayman also capitalized on the baseball interest in Negro Jackie Robinson's debut with Royals by introducing two spectacular negroes, John Moody and Herb Trawyck. Slick new uniforms were bought, the Stadium dressed up, breezy bands hired and — a master stroke — Leo Dandurand, darling of sport-loving French Canada, became vigorous president of the club. The team was re-christened Alouettes. The ball park was familiar terrain in the center of the heavily-populated east end to the rabid baseball fans, few of whom

[Please turn to page 84]



## OWNER CUTS HEATING AND POWER COSTS

You, too, would be pleased with a saving of over two hundred dollars per month in fuel alone. This happy result is reported by a large firm in Toronto operating a Livingston Stoker. This is not an unusual case. We have many such testimonials on file.

You can anticipate fuel economy, low maintenance costs and high boiler efficiency with your Livingston Stoker installation. Write today for complete information.

LIVINGSTON STOKER SALES CO. LTD.  
HAMILTON - CANADA

*Livingston*  
**STOKERS**

## Football Financing

[Continued from page 29]

had ever seen a football game. But Dandurand's name, long associated with N.H.L. Canadiens and racing, was a guarantee of action. The new name, Alouettes, hit their fancy. They decided to take a peek at the game and, schooled as they are to hard-hitting, bodily-contact sports, the peek was enough to win their interest.

### Alouettes' Fortunes

Even before the opening game, Alouettes had sold over 8,000 season tickets, which provided a solid basis on which to operate—rain or shine, snow or sleet, clear date or date clouded by rival attractions. In seven games, the Alouettes drew 100,000 cash customers and for the play-off tangle with Argos drew an all-time, Canadian record crowd of 23,000 at the ball park.

The Alouettes' fortunes last season and this have swung up and down and the game's future is still considered a question-mark. Hayman admits a contending team is No. 1 requirement for winner-conscious Montreal; he also needs Sunday games, which the Ontario teams are reluctant about playing in deference to possible religious opposition. He also feels the need of a more suitable field than the ball park, whose third base seating capacity (the gridiron runs parallel to the third base line) is only 6,700 price seats. This cuts down the potential because people don't buy the end and first base seats unless they're sure of a good game.

As for the calibre of the game, there is no doubt that Canadian football has progressed far from the horse-and-buggy days of a dozen or so years ago and to the "imports" must go much of the credit. It is to the management's credit that they have finally weeded out the athletic bums that once gave the senior game a bad name. Two of Hayman's first-season "imports" were not invited back and, while refusing to give any reasons, it is known that he had difficulty in enforcing discipline.

As for the "imports" themselves, they have a "beef".

"Why," they ask, "make your football a closed corporation? In the years to come we expect to see Canadian teams swing south and make the big American pro teams. Your Les Lear from Winnipeg went to Cleveland and made good with the Cleveland Rams. More will fol-



**T**HE boss looked blue! Pyramid building was a headache — especially the problem of hauling thousands of tons of materials. Even with 100,000 slaves working, it was a lifetime job. Help was always wanted.

To-day it's easy to get help in solving your haulage problems. Just call in the Dominion belting engineer who will be

pleased to discuss such spectacular Dominion Rubber developments as the Ustex-Nylon belt which is revolutionizing the transportation of bulk materials. The Dominion belting engineer is always ready to team up with your own staff in planning and installing tailor-made conveyor systems for efficient and economical haulage of any kind of material.

**DOMINION RUBBER**  **COMPANY LIMITED**

ENGINEERED RUBBER PRODUCTS FOR EVERY INDUSTRY

HALIFAX SAINT JOHN MONTREAL TORONTO WINNIPEG CALGARY EDMONTON VANCOUVER