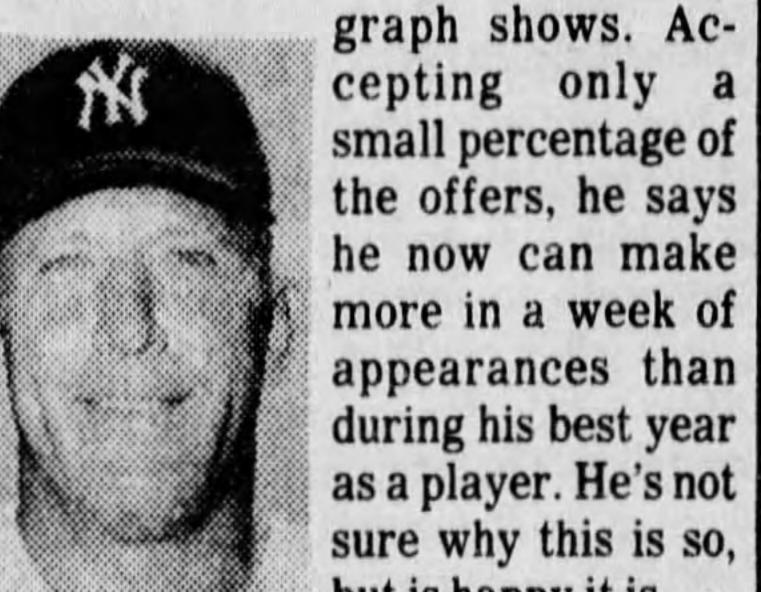
Friday, November 6, 1987



A Little Bit About a Lot of Things: Billy Martin is back as manager of the Yankees, so it figured Mickey Mantle wouldn't be far behind. Martin's best pal has been invited to spring training as a hitting instructor. Mantle says he'll probably go, but mostly to stand around.

"I don't know how to teach anyone anything about hitting," he says. "And I'm not sure the young players of today would want to have me telling them anything. I don't think most of them like to be told anything."

At 56, following some lean financial years, Mantle has become the No. 1 attraction at baseball auto-



MICKEY

the offers, he says he now can make more in a week of appearances than during his best year as a player. He's not sure why this is so, but is happy it is. Fifteen years down the pike, the

recently retired Reggie Jackson ikely will head up the old-timers' parade. He could teach the newcomers now to strike out. Jackson whiffed 2,597 times in 21 years, or 2,228 more than Joe DiMaggio did in 13 seasons. Almost unbelievably, Reggie's 171 strikeouts in both 1968 and '71 were almost as many as Joe's career 369. Speaking of spring training, the

Kansas City Royals will hone their skills at a new site, Boardwalk and Baseball, an amusement theme park ocated in Baseball City, Fla., a 25minute drive southwest of Orlando. The National Baseball Hall of

Fame has entered a partnership to provide memorabilia, including a film clip of "Great Moments in Baseball." Gee, after watching Babe Ruth nit homers on film, a person could poard the \$2 million roller coaster and, if lucky, look down and see George Brett smite one live.

JOHN MACKOVIC, former Kansas City Chiefs coach, now runs Cypress Professional Development Group, out of Winston-Salem, N.C. "It's teaching ousinessmen rather than fullbacks to be successful," he explains his new ousiness. ... My Neighbor Walt says all men are born equal. The tough job s to outgrow it. ... A West Coast naster of ceremonies suggested 51year-old Wilt Chamberlain could still make mincemeat of some current VBA centers. "They are minceneat," retorted Wilt, when it was his urn to speak. . . . Incredibly Tough Quiz - What company leads the world in sales of golf balls, none of which it manufactures? Answer is ater. . . . Should Notre Dame's Tim Brown win the Heisman Trophy, he'll eel right at home at the acceptance panquet. The Rev. Theodore Hesourgh, recently retired as Notre Dame's president, will be the speaker. Paul Hornung, a Heisman winner when he played for the Irish, will serve as M.C. ... An 8-foot bronze statue of the late Kate Smith now stands outside the Spectrum arena in Philadelphia. The Philadelphia Flyers commissioned it because they were 58-9-2 in games when her rendiion of "God Bless America" was substituted for the national anthem.

eyville (Kan.) Community College ecently pasted Nebraska's freshman unior varsity team, 49-14. It was the worst loss in the 32-year history of he Husker program.... Agro B. Arlo, an acquaintance, feels there's a forune to be made in a new industry: naking crutches for lame excuses. .. The Boston Red Sox now have eight vice presidents, seven more han the U.S. of A.... From his wife, Diana, on his 48th birthday, Chicago Bears' Coach Mike Ditka received a plack sweater dotted with red Snoopys. Ah, well, back when Mike tarted in football, what is now a blitz was spoken of as a red-dog. ... ITQ answer — The K mart Corp. sporting goods division is No. 1 in merchandisng golf balls, and maybe clubs. To increase its visibility in golf, K Mart igned a four-year contract to sponor the Greater Greensboro Open, allowing that PGA Tour to increase ts 1988 purse to \$1 million. . . . "Part eat, part bull, part sick," says Kansas City's Bill Maas, describing the quali-

TAKE HEART, ye six dwarfs. Cof-

ications needed to be a football nose guard. Could be. David Futrell, who plays the position for Brigham Young, psyches self up for each game by watching a video tape of an angry iger swimming into a pack of alligaors to retrieve a kill. His apartment s decorated as a shrine to tigers. . . How bad was major league pitching ast season? Well, 93 pitchers finished with ERAs of 6.00 or higher, which sn't Hall of Fame pace. ... Parting Shot - The cheapest way to have your family tree traced is to be nomi-

nated by President Reagan to serve

on the Supreme Court.

Harmon's Iowa career in limbo

Bowl scouts still attracted to Hawkeyes

By RON MALY Register Staff Writer

The Kevin Harmon controversy isn't scaring the bowls away from Iowa's football team.

Representatives of four bowls the Liberty, Peach, All-American and Freedom - plan to be in Evanston, Ill., for the Hawkeyes' game Saturday with Northwestern.

"Unfortunately, these players get tangled up in some bad situations, and their universities are disappointed," Bud Dudley, executive director of the Liberty Bowl, said Thursday. "But Iowa is still high on our list."

The Liberty Bowl has scouted Iowa persistently this season, and Dudley believes the Hawkeyes' loyal fans will help him fill 15,000 new seats in Memorial Stadium at Memphis for the Dec. 29 game.

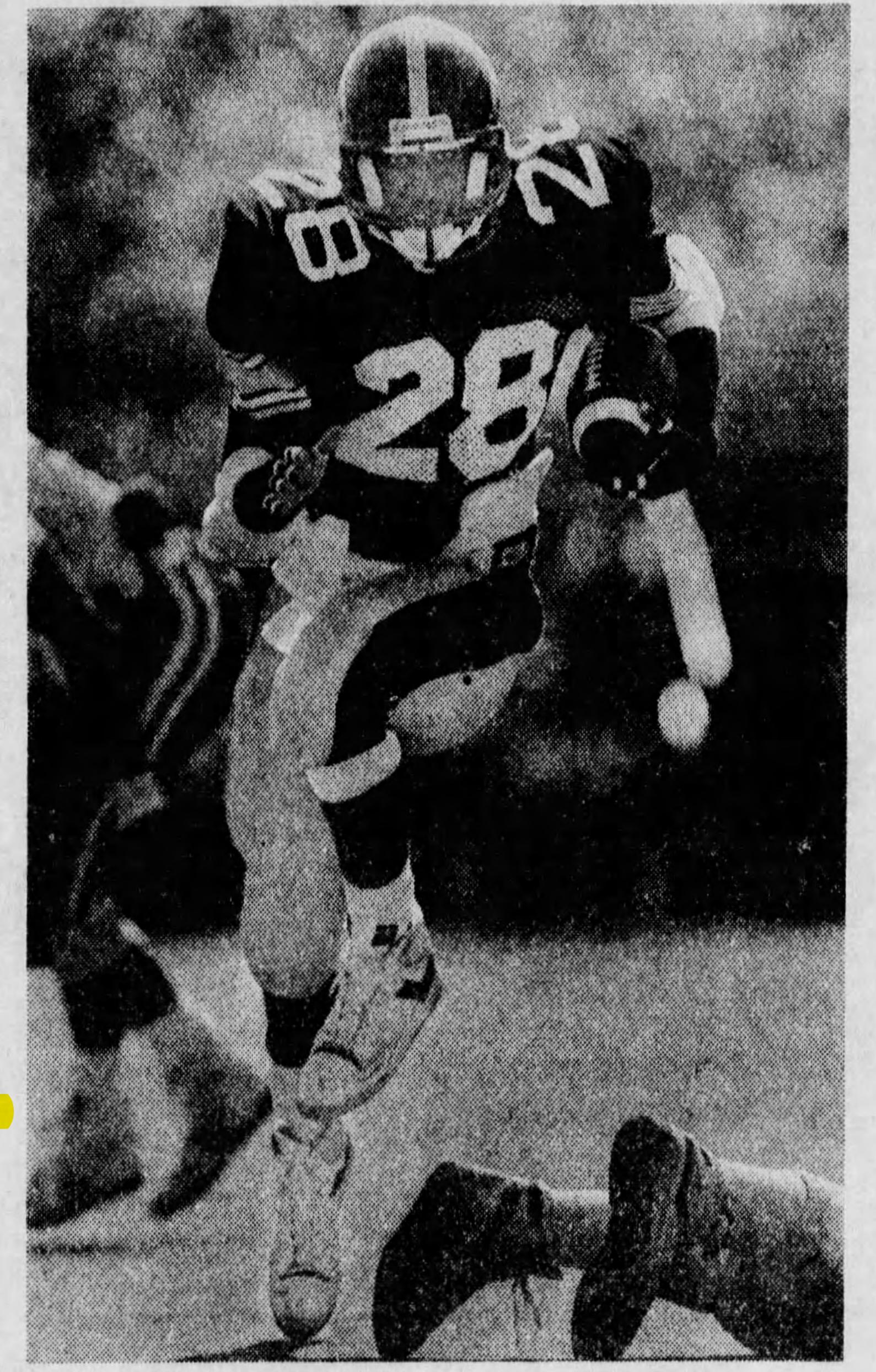
Bill Oakley of the All-American Bowl, which will be played Dec. 22 in Birmingham, Ala., said the Harmon situation won't deter scouts.

"Our interest in Iowa is as a team, not one player," he said. "To give you an example, four Georgia Tech players were suspended during the week of the game two years ago with Michigan State. We didn't get involved in it as a bowl, and Georgia Tech won the game."

Representatives of the Peach and Freedom Bowls still plan to attend the Iowa-Northwestern game to scout the Hawkeyes.

"Frankly, I hadn't even heard about the Harmon situation," Tom Starr, executive director of the Freedom Bowl, said from Anaheim, Calif. "It has no effect on our interest in Iowa."

The Freedom Bowl will be played Dec. 30, and the Peach Bowl will be held Jan. 2 in Atlanta, Ga.



KEVIN HARMON'S SEASON

1987 Rushing Totals

Opponent

1987	Receiving	Totals	
onent		No.	Y
	Management of the Control of the Con	Designation of the section of the	-

opponent	1001	obbonem	1 114
Tennessee11	41	Tennessee4	6
Arizona14	66	Arizona1	
lowa State31	182	lowa State1	
Kansas State20	108	Kansas State4	8
Michigan State12	28	Michigan State4	2.
Wisconsin 0	0	Wisconsin0	1
Michigan2	-2	Michigan5	1
Purdue6	2	Purdue0	1
Indiana13	46	Indiana4	20
Totals 109	471	Totals	20

Fry: Harmon to play Saturday, unless NCAA says 'no chance'

By TOM WITOSKY and RON MALY Register Staff Writers

Kevin Harmon's future as a University of Iowa football player remained uncertain Thursday as school officials began a probe into allegations the running back received money and airplane tickets from sports agent Norby Walters.

Harmon, a senior, was linked Wednesday to Walters in an arbitrator's decision settling a contractual dispute between Harmon's brother, former Iowa running back Ronnie Harmon, and the sports agent.

According to the decision, written by former Iowa U.S. Senator John Culver, Kevin Harmon accepted \$350 and airplane tickets from World Sports Entertainment, Walters' sports and entertainment agency.

If those allegations are accurate, it would appear that Kevin Harmon like his brother Ronnie, violated NCAA rules during his career at Iowa. In addition, Kevin Harmon could find his college career at an end with three games, and possibly a bowl game, left in the season.

Harmon Defended

But Iowa Coach Hayden Fry and several other university officials defended Kevin Harmon on Thursday, saying that he had not knowingly violated any rules.

"I'm of the opinion that no wrong was done and Harmon is innocent," Fry said Thursday night on his radio call-in show. "I sat in on the meetings and interrogation of Kevin by the committee. I feel he didn't do anything intentionally wrong. I'm very relieved he had no direct contact with any agents."

Fry said he plans to use Harmon in Saturday's game at Northwestern unless ordered not to.

"I hope we'll be able to use Harmon for 15 or 20 plays in the game,"

Fry said. "At this point, I feel good about Kevin's situation. But we'll have to sit back and wait to see what the NCAA and Big Ten Conference conclude after receiving the report from our faculty committee."

In addition, Iowa Athletic Director Bump Elliott said he doubted the school would be penalized by either the Big Ten Conference or the NCAA if the committee finds the allegations against Harmon are true.

Under NCAA rules, if the school knowingly allowed a player who has violated NCAA regulations to continue to compete, Iowa could be penalized with the forfeiture of games and loss of television revenue.

Elliott said "that would have to be determined by someone else," but he added, "In other situations like this, when the coaching staff, other players, staff members and so forth had no knowledge of anything like this, they have ruled if the university had no part in it, therefore it wouldn't be penalized."

No Forfeit Policy

Wayne Duke, commissioner of the Big Ten Conference, also indicated Iowa could not be subjected to forfeiture of games by the conference, but only by the NCAA. "The Big Ten has no policy on forfeits," Duke said.

In a statement issued by the university administration, school officials announced that a two-member committee of David Vernon, former dean of the University of Iowa law school, and Leodis Davis, a chemistry professor and chairman of the university's athletic governing board, would review the allegations.

Tom Bauer, spokesman for the committee, said a decision on Har-

> HARMON Please turn to Page 2S

Route to prep title may be Highway 59

By TOM WITOSKY Register Staff Writer

HARLAN, IA. — To Marlene Buthmann, the owner of the 59er Restaurant here, this has been a week she won't forget for a long time.

At breakfast, her customers talk about it. It is the same topic during coffee and at lunch and at dinner. It isn't often when most of her customers - even those not from Harlan have their high school football teams in the semifinals of the state playoffs.

But now, Buthmann hopes it isn't premature to talk about her idea for one of the biggest parties seen in these parts in a long time.

"It's really pretty simple," Buthmann said. "If we can get four of the teams into the dome next weekend, I'm going to throw one of the biggest parties here you ever saw. I'm going to invite all five teams, the parents, their coaches and we are going to have a good time."

Call it Football Fever on Highway 59. On Saturday afternoon, the high school teams from Schleswig, Harlan, Shenandoah, Avoca and Irwin-Kirkman-Manilla will be vying to make the championship round in the football playoffs, and the Iowans along the route are going a little goofy.

Take a drive down U.S. Highway 59 and you'll see yards and store fronts filled with signs encouraging the efforts of the Hawkeyes, Cyclones, Vikings and Mustangs. Walk into any cafe, tavern, or store in any one of those towns and all you hear is talk about what arrangements have been made for Saturday afternoon.

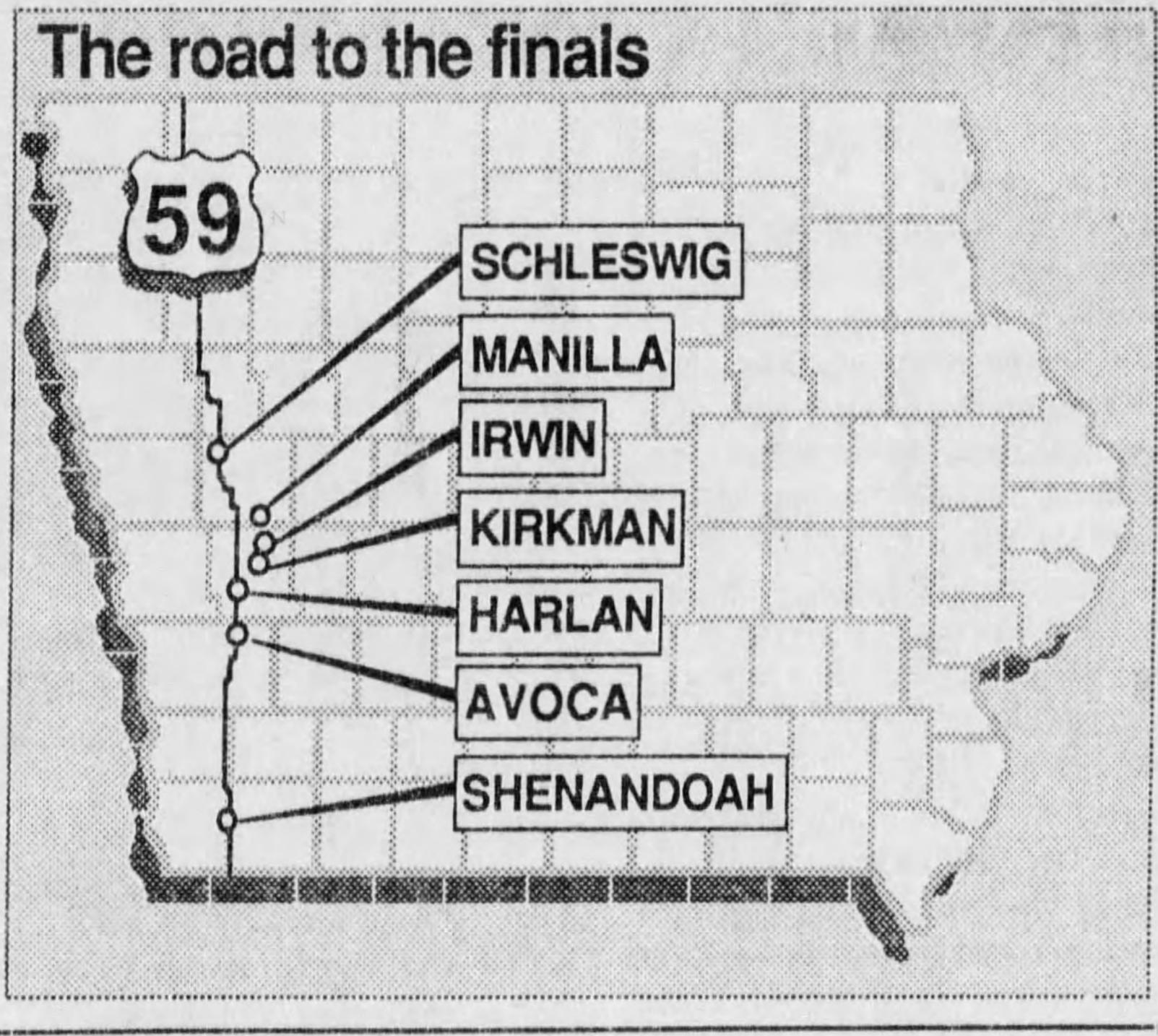
On Saturday, Schleswig will play at Avo-Ha of Avoca in Class A competition; Irwin-Kirkman-Manilla will

play Britt at Pocahontas in Class 1-A; Shenandoah will play Emmetsburg at Denison in Class 2-A, and Harlan will play at Estherville in Class 3-A.

The winners go to Cedar Falls next weekend to play in the championship games at the UNI-Dome. "The last time we played in the

dome, we didn't have enough guys here for fire protection," said Don

PLAYOFFS Please turn to Page 2S



AP selects Gubs' Dawson as Player of Year

CHICAGO, ILL. (AP) - Andre Dawson was the best player in major league baseball this year, in the opinion of sports writers and broadcasters who were asked to decide the honor.

Dawson, who skyrocketed to the top of the batting charts after thrusting himself on the Chicago Cubs last spring, was named The Associated Press Player of the Year Thursday.

"I never expected a season like this," he said. "It's the kind of year you can only dream about.

"I don't believe that the manager or the general manager has to motivate you - that's something I've learned ANDRE through experience," Dawson said. DAWSON

With Dawson tearing up opposing pitchers and former Cy Young award winner Rick Sutcliffe off to a fast start, the Cubs contended for the National League East title.

But the club began June with a swoon, then headed permanently south. By September, Manager Gene Michael resigned in disgust and General Manager Dallas Green, who resigned a month later, was pointing fingers at the team and calling his players quitters.

The Cubs again finished at the bottom of the N.L. East with a 76-85 mark. But in the midst of the chaos, Dawson stood out like a rock.

He finished the season batting .287 with a major league high 137 runs-batted-in. Only Oakland's Mark McGwire matched his home run total of 49.

In Dawson's 10 previous full seasons with Montreal, his best power numbers were 32 homers and 113 RBIs, both in This was the first time the AP has awarded Player of

the Year honors. Dawson received 80 votes from a nationwide poll of writers and broadcasters before postseason play to beat Toronto outfielder George Bell, who received 42 votes after hitting 47 homers and driving in 134 runs. The right fielder had turned down a two-year, \$2 mil-

lion offer from Montreal because it represented a cut in pay from his previous contract. No other team had topped the Expos' offer, but Dawson really wasn't interested in playing in Montreal anymore.

Dawson and his agent, Dick Moss, visited the Cubs' training camp at Mesa, Ariz., last spring, where Green accused Dawson and Moss of turning his camp into a circus.

That is when Dawson stunned the Cubs by handing the club a blank contract and told them to fill in the figures.

That's how eager he was to play day baseball on grass. Green wrote in \$500,000, a figure earned by most journeymen these days and surpassed this season in bonus money by Kansas City's Steve Balboni (\$525,000).

"I like to think playing most days on grass had a significant effect on the kind of year I had," Dawson said.

Odds don't favor Lakers to defend title

By JAN HUBBARD

1987 Dallas Morning News Moments after the latest Los Angeles Lakers "dynasty" began, a weary Kareem Abdul-Jabbar looking, perhaps for the first time, like every one of his 40 years — said: "Please don't ask me about next year. I want to enjoy this one."

Such is the condition of winning the NBA championship. Five minutes after the Lakers defeated Boston to win the title on June 14, speculation began on whether the Lakers could successfully defend their title. The quest begins tonight.

It is a difficult task. No NBA team has won consecutive championships since the Celtics did it in 1968 and 1969, and there certainly have been qualified candidates.

Take the '80s, for instance. There have been eight NBA champions and each has looked invincible. Each has been favored to win consecutive titles. None did.

Why? There seem to be two valid explanations: · Complacency (real and ab-

Injuries.

"When you go through an eightmonth season, as you have to do to win the championship," said Philadelphia Coach Matt Guokas, "it's not only a tremendous physical drain but also a tremendous emotional drain. It's such a feeling of relief and satisfaction when you win that in those three or four months you have between seasons, basketball is the farthest thing from your mind."

So the next season, the champion defends the title against other elite

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MORNING REPORT

Woody Widenhofer pleaded guilty Thursday to a charge of driving while intoxicated, saying he wanted to put the matter behind him. Widenhofer, 44, was fined \$500, but Judge Larry Bryson said \$100 of that will be suspended if Widenhofer completes an alcohol-related traffic offense program within 90 days. Widenhofer was arrested early in the morning the day after Tigers defeated Kansas State.

COURT TEST. Quarterback Kelly Stouffer, the lone remaining holdout from the National Football League draft, said Thursday his lawyers will sue the St. Louis Cardinals and the league early next week in an attempt to have him declared a free agent. Stouffer, from Colo-

draft. The Cardinals have offered him \$2.27 million for five years; Stouffer wants \$2.2 million for four years.

EMPTY SEATS. The Indianapolis Colts have their first winning record since they moved from Baltimore in 1984, and they recently acquired Eric Dickerson from the Los Angeles Rams, but they still can't fill their stadium. Team officials said Thursday about 3,000 tickets were unsold by the National Football League deadline for lifting a television blackout. The Hoosier Dome has a capacity of 60,127 for football games.

SHORT LIFE. The Denver franchise in the

WIDENHOFER FINED. Missouri Coach rado State, was the sixth choice overall in the Major Indoor Soccer League has apparently der early last season, was among three major folded without playing a game. The league granted the expansion franchise four months ago on the condition that 5,000 season tickets be sold by Nov. 15. As of Thursday, only 400 had been sold.

> DRIVE FOR SHOW. The Iowa section of the Professional Golfers Association will conduct an exhibit and show at the Convention Center in Des Moines next March. Officials said several PGA Tour pros will be on hand, along with exhibits of golf clothing, clubs, bags, carts, teaching aids and other items.

> THREE FREE AGENTS. Steve Garvey, who played only briefly after injuring his shoul

leaguers who filed for free agency Thursday. The others were pitcher Dennis Martinez of Montreal and infielder Bill Almon of the New York Mets, bringing the total to 47.

VOICE OF FAN. Phone-in votes by fans will determine the National Football League's Most Valuable Player, beginning this season. At the end of the regular season, a panel of former players and coaches will nominate one player from each division. Then, from mid-December until Jan. 17, 1988, fans can call a specified number to vote for their choice. The panelists will be Irv Cross, Hank Stram, Dick Vermeil, Paul Maguire, Marlin Olsen, Ahmad Rashad, Bob Trumpy, Tom Jackson and Allie Sherman.

Harmon's lowa career in limbo

HARMON

Continued from Page One

mon's status could be made as early as this morning before the Hawkeye football team leaves for Evanston, Ill., where it will play Northwestern on Saturday.

Bauer said administration officials and the committee are attempting to get all facts involved in the case as quickly as possible.

Wednesday's disclosure concerning Kevin Harmon and Norby Walters is the most recent development in a controversy stemming from a contractual relationship between the New York City agent, his partner, Lloyd Bloom, and Ronnie Harmon beginning in 1985.

Two Signed Contracts

Earlier this year, a university committee headed by Vernon and Davis found that Harmon and another player, identified by Walters as former defensive back Devon Mitchell, had signed contracts with Walters and Bloom and took money from them. The committee reported it would not challenge claims by Walters that Harmon received in excess of \$54,000 beginning in his junior year at Iowa.

As part of the committee's investigation, Kevin Harmon was asked to appear before the committee, but declined the invitation. Davis said Kevin Harmon did agree to meet with Associate Athletic Director Fred Mins to discuss the situation involving his brother.

Mims said Thursday his conversation with Kevin Harmon was personal and declined to disclose the details of it. But, Mims said he is convinced Kevin Harmon did not try to deceive him or hide any kind of relationship with Walters.

No Direct Contact

"As far as I am concerned, there was no direct contact and I still believe that," Mims said. "Kevin is Kevin and Ronnie is Ronnie and they are

very different in many ways." Martin Rauch, Ronnie Harmon's agent, agreed.

"The truth is that Kevin Harmon had no contact with either Norby Walters or Lloyd Bloom," Rauch said. "This is a gray area, but I really don't think Kevin ought to be penalized.

Rauch said Kevin Harmon was victimized by the wording of Culver's arbitration decision because it indicated acceptance of money and airplane tickets. Rauch said Kevin Harmon only accepted airplane tickets, and those were from Devon Mitchell and Ronnie Harmon.

"So basically, Kevin received nothing directly from Walters," Rauch said, "just an airplane ticket from his brother and from Mitchell, who was a friend and a teammate."

Ineligibility Required

But if school officials determine that Harmon violated NCAA rules by accepting the tickets, they are required to declare him ineligible for competition. Harmon could then be reinstated only on the approval of the NCAA's Committee on Eligibility. School officials would have to appeal to the committee to have Harmon reinstated.

Earlier this season, Minnesota's Rickey Foggie sat out two games after school officials learned he had accepted money for a plane ticket from a coach. Minnesota declared Foggie ineligible, and officials appealed to the NCAA, which restored Foggie's eligibility beginning with the third game.

Similarly, Ohio State officials declared wide receiver Cris Carter ineligible for having signed an agreement with Walters and then having attempted to deceive officials about the relationship.

Rick Bay, athletic director at Ohio State, said he knew very little about the Kevin Harmon case, but said Carter lost his final year because he tried initially to hide his relationship.

Carter, Bay said, was paid directly by an agent, and there were copies of a contract.

"We decided not to appeal the case because too many untruths were told," Bay said. "I didn't think the case warranted an appeal."

Bay said there probably is a lot of player-agent dealing going on that eollege administrators don't know

about and may not ever know about. "If there was any redeeming value to what happened in the Carter situation," he said, "it is that we delivered a message to the athletes and the agents that there are serious consequences. It was a message that couldn't have been delivered any oth-

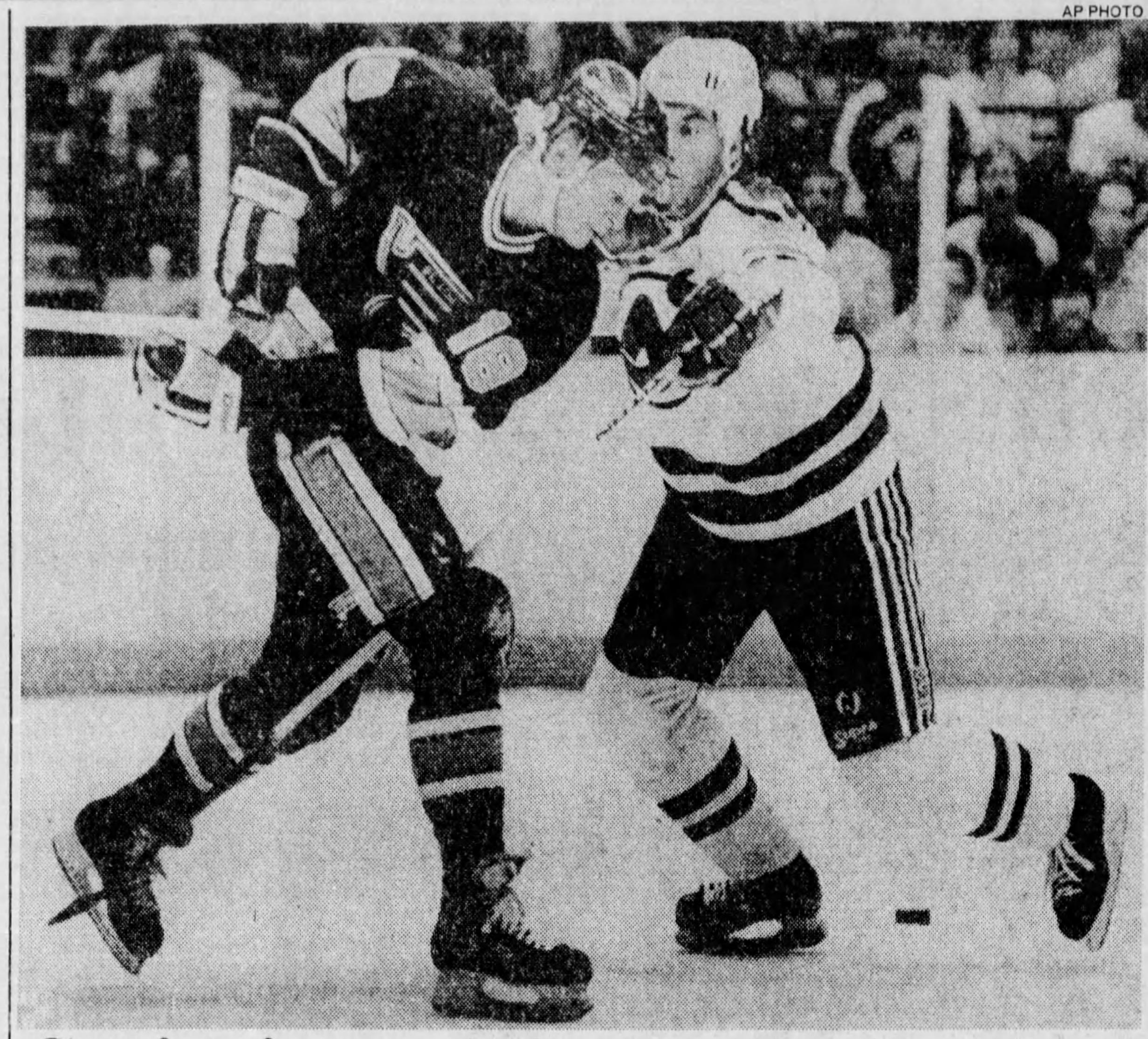
Basketball league to have short draft

er way."

Dec. 8.

Each of the league's 12 teams will have five territorial picks, plus a

The league has teams are in Chicago, Dallas, Fresno, Las Vegas, Los Angeles, New York, Syracuse, Orange County, Calif.; and Youngstown, Ohio in the United States, and Vancouver, Calgary and Ontario in



Cutting in

New Jersey's Joe Cirella, right, unloads a check on St. Arena. New Jersey won the NHL game, 5-3, its seventh Louis' Tony Mrkac Thursday night at the Meadowlands straight victory at home. NHL SUMMARIES: 4S.

Harmon ignored father's advice on agents

By TOM WITOSKY and JOHN CARLSON

Register Staff Writers

Ronnie Harmon became a client of sports agents Norby Walters and Lloyd Bloom in March 1985 over the objections of his father. That was one of the items revealed in the arbitrator's

decision regarding a contract dispute between the former University of Iowa running back and the controversial John Culver, a former U.S. Senator from Iowa and now

a Washington, D.C. lawyer, ruled Tuesday the contract between the two sides was void because the agents violated regulations of the National Football Players Association dealing with agents.

Culver's report says Harmon and his father, Jesse, met with Bloom and Walters at the agents' New York City office after Bloom approached Harmon about representing

"Mr. Walters explained to Mr. Harmon that he would be one of a handful of players the agents would be representing," the report says, "and that if Mr. Harmon performed as expected, he could obtain for him million dollar endorsements, as Mr. Walters had done for his clients in the entertainment industry."

The report adds: "After Mr. Harmon and his father re-

viewed the agreement, Mr. Harmon executed it over his father's objections."

In addition, the report says, the agents agreed at that meeting to provide Harmon with monthly payments while he was attending Iowa.

"At the same meeting, there was also agreement that | sionaries spreading the great word of the agents would provide additional money, at least \$250 per month, to Mr. Harmon until such time as a professional contract was negotiated," the report says. It says the payments ranged in amounts from \$250 to \$2,000 and continued from April 8, 1985 to Aug. 1, 1986.

The report also outlines how Harmon put the agents into contact with former defensive back Devon Mitchell.

"Mr. Harmon asserts without contradiction," the report says, "that [the agents] also paid him \$1,500 for revealing the telephone number of his college teammate, Devon Mitchell, so the agents could solicit him as a client."

A similar offer of \$2,000 to Harmon for an introduction to Hawkeye linebacker Larry Station was rejected, the re-

Station and former wide receiver Robert Smith have acknowledged they were approached by the two agents, but rejected their overtures.

Highway 59 cruises to Dome

PLAYOFFS

Continued from Page One

Cue, owner of the Avoca Flower Shop. "Same thing will happen this year if we get to the dome."

playing championship football, the possibility of four teams from western Iowa in the championship round is almost too much for football fans around here to take. 'I own this bar and the liquor store

here and I'm going to close them both Saturday afternoon," said Fred Miller, standing behind the bar at Fred's in Avoca. The Avo-Ha Vikings will play Schleswig from up the road in a Class A semifinal game. A crowd of more than 2,000 is expected.

And, according to Lila Kline, a 30year resident of Schleswig who has never missed a Hawk football game. most of Schleswig will be in Avoca.

"This is a town that sticks together, and we want to show our kids we are proud of what they have done," Kline said. "It will be pretty quiet around here come Saturday afternoon."

Kline said the city already has been celebrating Schleswig's success with several suppers and other functions designed to build, not only school spirit, but community spirit.

"Things have been getting better around here lately, and the success of the team is one of them," she said.

And Kline said the folks in Schlewig also are pulling for Irwin-Kirkman-Manilla to win, even though they are rivals in the Boyer Valley Conference during the regular season. "You tell those folks down the road to do well," Kline said. "We'd all like to go to Cedar Falls."

Meanwhile, in Manilla, Kirkman and Irwin, the cities are seeing the first success of a team created through three schools sharing services. In 1977, Manilla's football team won a state title, but Manilla barber Tom Maloy believes strongly that not one of the three towns would have had a team strong enough to make the championship playoffs.

"There is a real sharing that has gone on among the towns," Maloy said. "There has been no dissension at

But why has it happened?

Harlan Coach Curt Bladt, whose undefeated Cyclones will play at Estherville Saturday, thinks it is mostly coincidence. "But, at the same time," he said, "each of the schools have put together some very good football teams. It is a special kind of

Or, Bladt joked, you can believe it is something else.

"It must be the water," he said.

NHL attempting to clean up its act

By JOHN F. BERRY

1987 Gannett News Service

To a large number of people, professional hockey presents a strange, slightly barbaric sight of oversized patch of ice trying to garrote each other. But to the owners of the 21 National Hockey League teams, the sport's surging popularity among a sizable chunk of the rest of the populace means money in the bank.

Back in 1979, professional hockey teams racked up losses totaling \$50 million. And just five years ago, one of three clubs was losing money.

But last year, NHL teams made more than \$12 million, with only three teams losing money.

In the past 10 years, average attendance has climbed from less than 9,000 a game to more than 13,000, with 85 percent of the seats in arenas sold.

Turf Fight

The man credited for this turnaround is attorney John A. Ziegler, who took over as president of the league in 1977 during a costly turf fight with the upstart World Hockey League. At the time, hockey had about 30 teams, some located in the South, where hockey drew like billiards. Most teams were awash in red ink, many losing as much as \$3 million a year.

Ziegler negotiated the World Hockey League out of existence, thereby cutting the costly competition for talent that had sent salary levels soaring on teams that often performed in nearly empty arenas. He also cut down on the number of teams, reversing hockey's starry-eyed expansionism. "We had to forget about being mis-

hockey," he said.

These days, with the sport less ambitious but on solid financial ground, he has been looking for new sources of income. In seeking to encourage rich corporate sponsors to have their logos tied to hockey, he follows the lead of many other professional sports, including baseball, tennis, golf, and auto racing. But hockey has a different prob-

lem: Corporations are image conscious, and hockey's image, to put it delicately, has been slightly better. Hawk starters delicately, has been slightly better than pit bull fighting in recent years. Tougher Rules

In September, the NHL sought to reverse that by instituting tough new rules aimed at curbing bench-emptying brawls, declaring that "multiplayer brawls have no place in the National Hockey League."

According to Steven Flatow, the league's director of marketing and sales, the new rules weren't simply to placate would-be corporate sponsors. 'But clearly, they're a benefit," he

Swimming championships While each team has a tradition of Start tonight

By SCOTT HANOVER Register Staff Writer

FORT DODGE, IA. — Many questions remain to be answered when the 1987 Girls' State swimming and diving championships begin tonight at Fort Dodge High School.

Will the champion be top-rated Mason City? It has 22 individual qualifiers and a medley relay squad competing, but it lost a potential 40 points when a relay team was disqualified at a district meet last week.

Or is Cedar Falls, the defending champion? It didn't win an event at last year's meet, but has 15 potential scoring opportunities.

And what about West Des Moines Valley's chances? The Tigers, 28th a year ago, have qualified 17 individuals and two relay teams. One of them is Amy Rothell, the district record holder in the 100-yard breaststroke in 1 minute 9.51 seconds.

Can Teri Ross of Waterloo East bethe same title four consecutive years? She competes against Miekka | each. Olson of Northern University of Cedar Falls for the 100-yard freestyle crown. Can Olson, trying to win her third

straight 200-yard individual medley title, hold off Ross in that event? Olson has a time of 2:08.71 in the event the best ever in Iowa. Can Barb Pranger of Davenport

Assumption improve on her recordtying time in the 50-yard freestyle? Pranger set a district record of 24.54 seconds in the event last week, and also broke a district record in winning the 100-yard butterfly in 57.27. Which senior, Katy Ketoff of Du-

buque Wahlert, Chrissy Munn of Cedar Rapids Washington or Jennifer Welch or Debbie Ray of Mason City, will win the diving title tonight? The meet gets started at 6:30 p.m.

Swimming finals start at noon on Sat urday. State Meet Records

Diving-Mary Fischbach, Fort Dodge, 1982

200-yard medley relay-lowa City West (Missy DeWitt, Ann Colloton, Laura Colloton, Shawn Carstenson), 1982, 1:54.59. 200 individual medley-Georganne Peterson Glenwood, 1980, 2:09.10.
200 freestyle-Jennifer Linder, D.M. Hoover,

50 freestyle-Rene Sullivan, Cedar Falls, 1976, and Cris Ahmann, Muscatine, 1985, 24.54.

100 butterfly-Ann Walker, D.M. Roosevelt, 500 freestyle-Linder, D.M. Hoover, 1985,

100 freestyle-Teri Ross, Waterloo East, 1985 100 backstroke-Vickie Nauman, D.M. Hoover, 100 breaststroke-Ann Colloton, lowa City

400 freestyle relay-W.D.M. Valley, 1980 (Kris

Green, Kathy Struck, Debbie Wells, Ann Williams

acknowledged. "Sponsors and potential sponsors, who don't watch a lot of hockey, are influenced by what's in adolescents whizzing about a small the press. The video media tend to overstress it."

> Gerry Helper, the league's publicity man, is more direct: "When you're dealing with image, you're dealing with marketing."

> NHL Services Inc., the league's marketing arm, faces another major hurdle in trying to lure sponsors to the game: the managerial and financial independence of the team owners. Compare, for example, Ziegler's quiet, barely visible role with that of National Football League Commissioner Peter Rozelle, whose name and that of the league are almost synonymous.

> The difference is that Rozelle's office has the power to negotiate the lucrative television contracts for all the teams as well as other leaguewide business deals.

> By contrast, the NHL hasn't had a television contract since 1975, when the networks concluded that the sport didn't have wide enough appeal in the United States.

Marketing Strategy

Further complicating a leaguewide marketing strategy, each of the 21 teams also contracts with its own corporate sponsors. Those arrangements often conflict with the league office's efforts to line up national sponsors. That duplicate effort also creates what marketing people call "clutter" — too many sponsors pushing too many commercial messages.

But the NHL has managed to attract several big corporate sponsors, including Chrysler, Anheuser-Busch, American Express, United Airlines and Hertz. To help relieve the clutter, the league hired marketing consultants to handle negotiations between the individual teams and a national sponsor.

Baseball Commissioner Peter Ueberroth has had success getting the similarly independent baseball owners to accede to national spon-

paste 'foes'

The Register's Iowa News Service CEDAR RAPIDS, IA. — Bill Jones scored 26 points and Jeff Moe 21 to lead the Black team to a 106-72 victo-

ry over the White team Thursday in

Iowa's second exhibition scrimmage

of the season. Al Lorenzen scored 19 points and B. J. Armstrong 18 for the Black

BASKETBALL

team, made up of starters, which took a 48-32 halftime lead.

For the White team, Michael Morgan scored 19 points and freshman Rodell Davis had 16. Kent Hill had 17

rebounds for the Black team. Starters Roy Marble and Ed Horton did not play because of injuries. Marble, who has stretched ligaments in a knee, is expected to be back for the third and final exhibition at Marshalltown Nov. 13 while Horton, who has a bad ankle, is expected to be sidelined longer.

Friedrick, starters cruise in first Drake scrimmage

The Register's Iowa News Service OTTUMWA, IA. — Bart Friedrick scored 21 points and Walter James added 14 to lead the White team past the Blue team, 60-56, in Drake's opening intrasquad basketball game

Thursday night. The White squad was composed of the Bulldog starters with the exception of Glen Martin, who sat out with a thumb injury. David Zingg paced the Blue squad with 16 points, while come only the fifth swimmer to win | newcomers Eric Harrison and Donahue Kinsey chipped in 12 points

> The annual Blue-White exhibition game is scheduled for Nov. 12 at Veterans Auditorium in Des Moines.

Edwards' 30 points lifts team in intrasquad action The Register's Iowa News Service

WATERLOO, IA. - Michelle Edwards led all scorers with 30 points and helped the Black squad to an easy 72-57 victory over the Gold squad in a University of Iowa basketball scrim-Franthea Price led the Gold squad

with 16 points while Shanda Berry contributed 15. Freshman Rena McMillon added 15 points for the Black squad.

The Hawkeyes' next scrimmage will be at 7 p.m. Nov. 19 at Burling-

CORRECTIONS & CLARIFICATIONS

No member of the Central College football coaching staff attended Monday's high school playoff game between Sioux City East and West Des Moines Dowling, according to Ron Schipper, head football coach at Central. The Register incorrectly reported Nov. 4 that members of the staff had attended the game.

The Register strives for accuracy and fairness. Errors in our news columns will be corrected in this space. Readers who believe the paper has erred may request a correction by phoning the office of the editor (515) 284-8502.

NEW YORK, N.Y. (AP) - The In-

ternational Basketball Association a league for player 6 feet 4 inches and shorter - will hold its first draft on

minimum of 15 open choices.

Canada.

Schnoor hits punter's Talent along dream in UNI-Dome

By RANDY PETERSON

Register Staff Writer West Des Moines Dowling football player Jon Schnoor already has passed up one chance to play on a state championship team this fall.

He's hoping it doesn't happen again. Schnoor, one of the state's top punters, decided against the Maroon golf team this fall in favor of football. While he was helping kick the Maroons into the Class 4-A playoffs for a record-tying 13th time, the golf team he could have joined was winning the

state championship. Saturday, Schnoor and his teammates find themselves opposite defending champion Cedar Falls in the semifinal round of the 4-A playoffs at 7 p.m. at the UNI-Dome in Cedar Falls. The winner meets Saturday's Bettendorf-Dubuque Wahlert winner at 7:30 Nov. 13 for the championship

at the UNI-Dome.

Tough Decision "It was a tough decision, because I was hitting the [golf] ball pretty well this summer," he said of his choice between fall sports. "I was also having a good summer kicking. I decided that I'd go out for football, because I figured that's where my college future was. I'd still like to at least try

out for a college golf team." Schnoor sat in the UNI-Dome bleachers a season ago as Cedar Falls defeated Linn-Mar of Marion for the 4-A state high school football champi-

Whenever it came to a punting situation, he would imagine himself taking the long snap and kicking the ball in the windless, enclosed facility.

He'd imagine a 60-yarder that bounced out of bounds at the 1-yard "I try to imagine what's going to happen just before I kick it," said Schnoor, who is averaging 41 yards a

punt this season. He also averages 55 yards on kickoffs. All this week, Schnoor has been imagining himself kicking to a Cedar Falls outfit that wants badly to be the first school to defend the large-school

Dream Come True

state championship.

For Schnoor, Saturday's game will be a dream come true.

"Ever since sitting in the stands up there a season ago, I've wanted the opportunity to kick in the place just once," Schnoor said. "It's a kicker's

"They say that if you get the ball up high enough, that it will ride the same air that keeps the dome inflated,"

Schnoor said. "I hope to find out." Schnoor had his best game in a first-round playoff victory over Urbandale. Two of his kicks sailed 60

yards — in the air. "I was extremely pumped up for that game," Schnoor said. "We walked into the stadium and I immediately saw all those people yelling and screaming. I was kind of nervous for a while, I had butterflies and my stomach was jumping up and down, but once I got out there, I was all

Sub-par Performance Schnoor didn't think he kicked as well in the quarterfinal round

Monday at Sioux City. "I felt good in pregame, but it just didn't come together," Schnoor said.

He has heard from a number of Division I colleges, including the University of Iowa, which is in need of a punter. Among those given a chance for the Hawkeyes this season has

been Dowling graduate Ross Blount. Iowa's punting problems have caused something of an embarrassing moment for Schnoor when someone called into the Hayden Fry radio show to say that Dowling had a punter that could be kicking for the

Hawks right now. "I didn't actually hear it, but I heard about it," Schnoor said. "It's always been a goal of mine to kick for

a big-time school like Iowa." Schnoor got his first experience kicking as an eighth-grader, and has been to the Norris Hale kicking camp for three years. Hale, the Pella coach, has put on kicking and quarterback camps throughout the Midwest for a

number of years. "That kind of specialized training always helps," he said. "The secret to being a good kicker is good form. You get good form by going to people who know what they're teaching."



Jon Schnoor Good form is his secret