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Bars do best when Leafs succeed

From page 20.

Neighbourhood Pub, a sports bar in Richmond Hill, recalling the full-house crowd that took in the final game of the Leafs-Flyers series about one week earlier. "Most definitely you can see the dropoff."

He said sales are down at least 25 per cent as a result of the Leafs loss.

"It's our strong point of the year in

the playoffs. As good as the Leafs go, the bar business goes. It's the same for all of us. They bring out people on game nights that wouldn't normally go out to watch the game. They'd rather go out and watch than stay at home alone."

In the good old days, when Archibald's was just a kid in the early 1990s, Toronto's sports scene was the best thing to hit the bar business.

"When we opened, the Blue Jays

were winning the World Series two years in a row and the Leafs were going deep in the playoffs. It helped us get going," Mr. Occhiogrosso said. "As sports teams go in Toronto, so go the bars."

Same deal for sports memorabilia stores. With each win, sales increase as fans want everyone to be aware of their true colours.

A semifinal round with the likes of the present final four? Yikes.

"We're usually really busy at playoffs. It's just like Christmas," said Alicia Marshall, manager of Fan Attic at Markville Shopping Centre in Markham. "It's pretty bad right now. I'm guesstimating sales are off by 40 per cent."

"There is a bit of a Calgary bandwagon, but not a whole lot (in sales). Just enough to help us get by. We're lucky."

"But, no, there's nothing like a Leafs playoff run and especially when they play Ottawa and can sweep them," said Ms. Marshall, a die-hard Leafs fan who attended four of the team's six home games during the playoffs.

At least the pre-ordered stuff can be packed up for next year and her employees are clean-shaven once again.

"They get right into it with the playoff beards and everything else," Ms. Marshall laughed.

Fan Kevin Smith saw the short playoff shift looming, figuring the Leafs were fortunate to get beyond the Ottawa Senators in the opening round.

The loss means Mr. Smith has to hang up his Errol Thompson-era jersey for another season.

"Hey, the guys said I looked like him and played like him, so I had to get that sweater," he revealed. "I'm thinking about next year now. I learned a long time ago the sun will shine the next day. Obviously, next year is our season."

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'67 last championship

From page 20.

- 1974 - lost to Boston, 4-0, quarterfinal
- 1972 - lost to Boston, 4-1, quarterfinal
- 1971 - lost to Rangers, 4-2, quarterfinal
- 1969 - lost to Boston, 4-0, quarterfinal
- 1967 - defeated Montreal, 4-2, Stanley Cup Final
- 1966 - lost to Montreal, 4-0, semifinal
- 1965 - lost to Montreal, 4-2, semifinal
- 1964 - defeated Detroit, 4-3, Stanley Cup Final
- 1963 - defeated Detroit, 4-1, Stanley Cup Final
- 1962 - defeated Chicago, 4-2, Stanley Cup Final
- 1961 - lost to Detroit, 4-1, semifinal
- 1960 - lost to Montreal, 4-0, Stanley Cup Final
- 1959 - lost to Montreal, 4-1, Stanley Cup Final
- 1956 - lost to Detroit, 4-1, semifinal
- 1955 - lost to Detroit, 4-1, semifinal
- 1954 - lost to Detroit, 4-1, semifinal
- 1952 - lost to Detroit, 4-0, semifinal
- 1951 - defeated Montreal, 4-1, Stanley Cup Final
- 1950 - lost to Detroit, 4-3, semifinal
- 1949 - defeated Detroit, 4-0, Stanley Cup Final

- Final
- 1948 - defeated Detroit, 4-0, Stanley Cup Final
- 1947 - defeated Montreal, 4-2, Stanley Cup Final
- 1945 - defeated Detroit, 4-3, Stanley Cup Final
- 1944 - lost to Montreal, 4-1, semifinal
- 1943 - lost to Detroit, 4-2, semifinal
- 1942 - defeated Detroit, 4-3, Stanley Cup Final
- 1941 - lost to Boston, 4-3, semifinal
- 1940 - lost to NY Rangers, 4-2, Stanley Cup Final
- 1939 - lost to Boston, 4-1, Stanley Cup Final
- 1938 - lost to Chicago, 3-1, Stanley Cup Final
- 1937 - lost to Rangers, 2-0, quarterfinal
- 1936 - lost to Detroit, 3-1, Stanley Cup Final
- 1935 - lost to Montreal Maroons, 3-0, Stanley Cup Final
- 1934 - lost to Detroit, 3-2, semifinal
- 1933 - lost to N.Y. Rangers, 3-1, Stanley Cup Final
- 1932 - defeated NY Rangers, 3-0, Stanley Cup Finals
- 1931 - lost to Chicago, 4-3, in total goals, quarterfinal
- 1929 - lost to Rangers, 2-0, semifinal

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