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Bat bonanza goes begging

SPORTS-MARKETING guru Brandon Steiner is as enthralled as any fan with McGwire's assault on Roger Maris' home-run record. But, says the president of Steiner Sports, the St. Louis slugger is missing out on a bonanza playing out in the boondocks.

"If Mark was on a New York team, they'd be billing him as the next Babe Ruth, and the marketing opportunities would be enormous — bigger than his forearms," Steiner says.

"Of course, the pressure would be magnified," he adds. "If he thinks the pressure is heavy in St. Louis — and it is — can you even imagine how intense it would be in New York?"