

Fireball Cochrane Led Tigers to Two Flags

Dynamic and Colorful Hall of Fame Catcher Dead at 59

Ace Receiver Sparkplug on Champion A's

Battler Won Berth on 'Bible'
All-Time, All-Star Team;
Rated as Top Competitor

By FREDERICK G. LIEB

CHICAGO, Ill.

One of the game's most exciting and aggressive personalities, Hall of Famer Gordon Stanley (Mickey) Cochrane, THE SPORTING NEWS' catcher on its mythical All-Time, All-Star team, died at a hospital in Lake Forest, Ill., June 28.

The former flamboyant Detroit catcher-manager, who was on the Tigers' scouting staff up to the time of his death, had been in poor health for some time. The great Mickey was 59 years of age.

Cochrane, high-strung and a bundle of nervous energy, was a dynamic catcher with Connie Mack's old Philadelphia Athletics, an American League champion of 1929, '30 and '31, and the fiery player-manager of the Detroit title-winners of 1934 and '35. Pugnacious and truculent on the playing field, Mickey was an affable, debonaire, friendly fellow in his civies, who wore well-tailored clothes, liked to play the saxophone and enjoyed listening to "hot" orchestras with congenial friends.

Inspired A's Comeback

No star, not even the magic Babe Ruth, was as successful in jazzing up clubs that he joined as was Cochrane. When Black Mike reported to the Athletics as a 22-year-old catcher, the Philadelphians had just spent ten successive seasons in the second division. The A's had been fifth in 1924, but thanks to the inspirational play of the young catcher, the '25 Athletics leaped to second place and until the home stretch made a hot bid for the pennant.

Mickey had a similarly dynamic effect on the Tigers when Frank Navin, the former Detroit president and half owner, purchased him from the Athletics late in 1933 for \$100,000.

Detroit hadn't won a pennant in a quarter of a century and, in the six seasons before Mickey switched to Detroit, the Tigers had been mired in the morasses of the second division. Navin immediately announced that Mack's former aggressive catcher would be his new 1934 manager.

In Mick's first year in command, he beat out the favored Yankees for the pennant and then lost a tough World's Series to the Cardinals. Cochrane repeated his American League triumph in 1935, and then capped the post-season classic by defeating the Cubs, four games to two, in the World's Series.

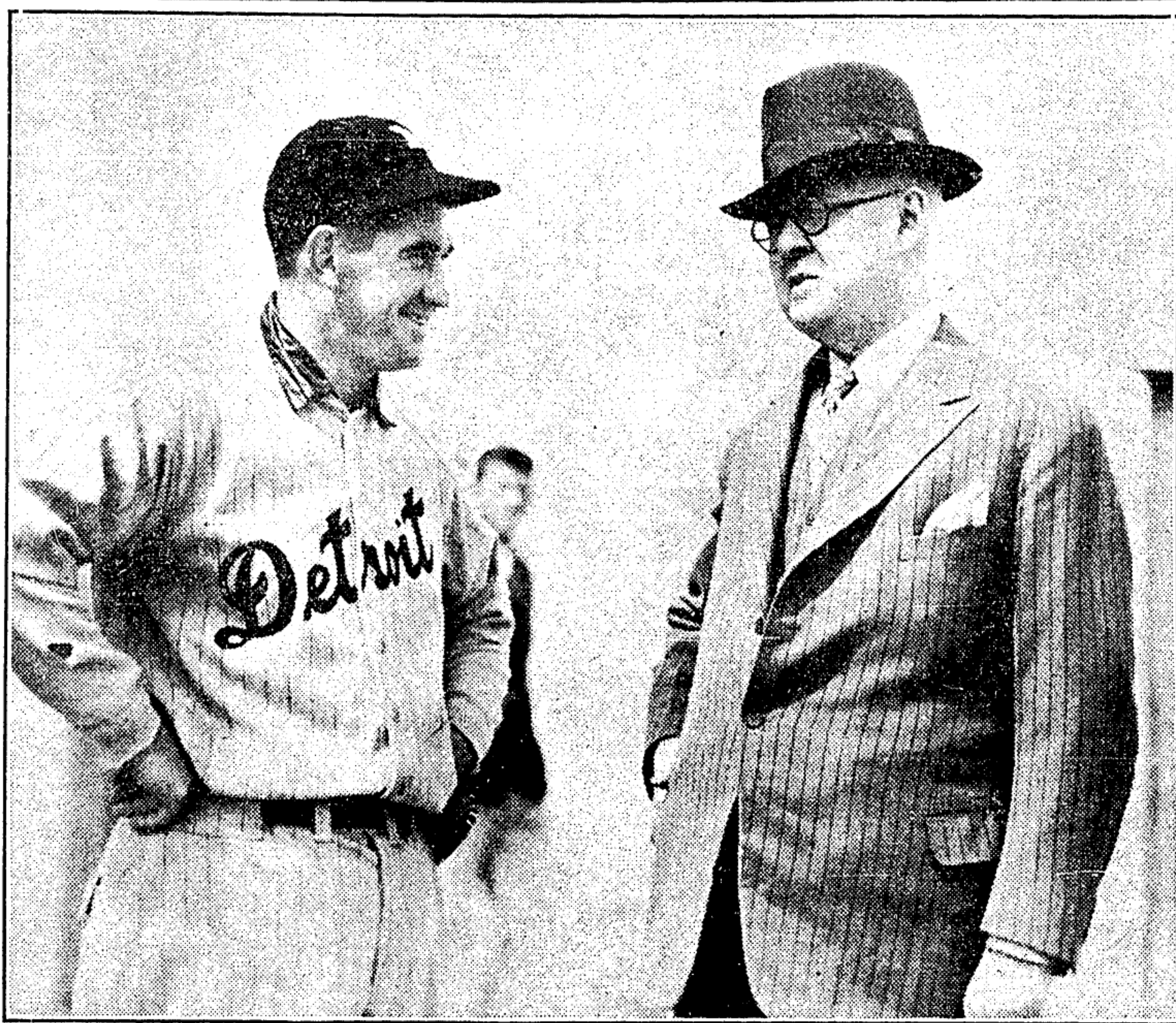
Mike Scored Winning Run

It was the Tigers' first Series victory in five attempts. Mickey personally scored Detroit's winning run in the ninth inning of the sixth game, setting off Detroit's wildest baseball demonstration and one of the zaniest in the game's annals. Adversity then caught up with Cochrane after the years of his greatest success.

Cochrane, raven-haired, hazel-eyed and of Scotch-Irish ancestry, was born in Bridgewater, Mass., April 6, 1903. He missed by only one day of having the same birthday as John J. McGraw, for three decades the fighting manager of the New York Giants and named as Cochrane's manager on THE SPORTING NEWS' All-Time, All-Star aggregation.

Mickey was good student material as a boy and young man and was well up with the eggheads when he

Made Things Hum in Motor City



GORDON STANLEY (MICKEY) COCHRANE represented one of the shrewdest moves ever engineered by Frank Navin, long-time owner of the Detroit Tigers. Following the 1933 season, Navin purchased the fiery catcher from the Athletics and appointed him manager. Cochrane, shown here with Navin late in the 1934 race, spearheaded the Bengals to pennants his first two seasons. He capped the 1935 campaign by scoring the deciding run in the sixth and final game of the World's Series against the Cubs. Thirty-seven days later, Frank Navin died.

was graduated from Boston University, where he played both football and baseball. He then was more famous as a dashing halfback than as a baseball player. He wasn't a big man, five feet, 10½ inches tall, and weighing 180 pounds, but he was strong and durable as a young bull and quick as a young tiger in his movements.

Boston University was located just across the street in the Hub from the hotel that harbored most of the visiting clubs that came to Boston to play the Red Sox and Braves.

Decided on O. B. Career

Mickey would see the big names of both leagues, Ty Cobb, Tris Speaker, Babe Ruth, Rogers Hornsby, Max Carey, entering or leaving the hotel and lolling in the lobby. Seeing these big leaguers at close range gave birth to an idea to be one of them and make pro baseball his career.

His father did not encourage the ambition, but later felt that Gordon, with his great athletic talents, had made a wise choice.

Cochrane started the summer of 1923 with a semi-pro resort team at Saranac Lake, N. Y., but the outfit went broke and Mickey and another young collegian obtained jobs with the Dover team of the Class D Eastern Shore League.

Cochrane played in Dover under the name of King, and according to Mickey, some of the stockholders held a meeting two weeks after he joined the club to demand his release. They said, "The Dover club must get a catcher who is capable of catching foul flies." That stung the young catcher, always a terrific competitor. He went to the park each morning, and caught fouls as long as he could get someone to hit them up into the air for him. He soon ranked with the best in that department.

At the end of the 1923 season, Dover sold Cochrane, alias King, to the Portland club of the Triple-A Pacific Coast League for \$1,500. But, those in the know in Philadelphia said the Athletics already were interested in

Elite Ranking



MICKEY was elected to the Cooperstown Hall of Fame in 1947, along with Carl Hubbell, Frank Frisch and Lefty Grove.

Mickey, and arranged for him to play in Portland, a club which then was owned by the A's, and operated by Tom Turner, an Athletic scout. Mickey had no difficulty in making the jump to top-ranking minor league ball, and hit .333 in 99 games. But, he then didn't care too much about catching, preferring the outfield, and told Turner that if he wasn't sold to a big league club he would not continue in baseball.

Mickey had no need for concern, as Mack and the Athletics knew every move he was making, and at the end of the season the Portland club sold him to the Athletics for \$50,000. Actually it was a transaction in which the Shibes, who then held majority holdings in both the Athletics and Portland, took the money out of their right pocket and put it in the left.

When Mickey reported to the Athletics at their 1925 training camp, the

young New Englander told Mack that while he could catch, he was fast and might render the club greater service as an outfielder. "We know all about you, and your speed," said Mack. "But, we need you here behind the plate, and I feel you have the makings of a great catcher."

It was during his first American League season in 1925 that Cochrane really warmed up to his catching job. He was right in the midst of things, in the center of all rhubarbs, and from his start in the majors he always had plenty to say. "I really began to enjoy catching," he later reminisced.

Exceptionally Fast for Catcher

"The catcher can be a real leader: he always has the game in front of him, and can take care of things to a far greater extent than a player in the outfield." Mickey also hit so well, and was so fast on the bases, that Connie Mack had him bat third, just ahead of Al Simmons. Later, when Cochrane managed the Tigers, he had himself batting in the No. 2 spot.

The Athletics, American League door-mats since Connie Mack broke up his first great team in the winter of 1914-15, were early 1925 American League sensations. They led during most of May, June and July, until their boom exploded in an August 12-game losing streak. Even so, they did well to finish second to the Washington champions. And, none had more to do with the club's spectacular climb than the fighting, hustling young catcher from Bridgewater. Working in 134 games, Cochrane hit .331, and some already were calling him the best catcher in baseball. There then was no Rookie of the Year award; if there had been one, Mickey would have won it hands down.

Following his .331 freshman batting year, Cochrane had something of a sophomore batting slump, dropping to .273, but he bounced back to .338 in 1927. Despite a .293 batting aver-

Socked .400 as No. 1 Star of '29 Series

Swift Backstop Was Expert
Handler of Mack's Crack
Slab Staff Led by Grove

age in 1928, the fiery Mickey was named the American League's Most Valuable Player that year, when a \$1,000 check went with the award. The 1928 Athletics, trailing the leading Yankees by 13 games on July 4, put on a terrific second-half drive. They even passed the Yanks for a day in September, and eventually lost by a mere two games. Cochrane's inspirational play during that advance was the big factor in his MVP award.

Mickey was terrific on the Athletic champions of 1929, 1930 and 1931, when he hit .339, .357 and .349, respectively. Furthermore, he knew how to get the best out of the three Athletic pitching aces, Lefty Grove, George (Moose) Earnshaw and Rube Walberg. He would cajole, scold and berate his pitchers in turn. He contributed a .400 batting average to the A's 1929 World's Series triumph over the Cubs and two home runs to the 1930 victory over the Cardinals.

'31 Series Bitter Memory

In the 1931 World's Series, in which the Athletics lost to the Cardinals in seven games, Cochrane hit only .160, and Pepper Martin stole five bases. This was always a bitter memory for the fiery backstop. Hard-headed baseball men and press box analysts exonerated Cochrane of blame for the Martin steals. They knew that neither Grove nor Earnshaw was holding Pepper on first base, and that St. Louis' Wild Horse actually was stealing on the pitchers.

There were other mitigating circumstances that contributed to Cochrane's below par World's Series play. He was heavily involved in the depression stock market of that unhappy period, and there was a bad break in the market during the Series. Several urgent margin calls from his brokers were delivered at the Athletic bench. Unable to meet them, or borrow additional collateral, he saw much of his early baseball earnings go down the drain. By nature, Cochrane was a worrier and fretter, and teammates said he did not sleep the last three nights of the Series. After getting two hits in the first game, he hit only two more in the next six in 21 times at bat.

Sold to Tigers in '33

Following two more fine seasons in Philadelphia in 1932 and 1933, Cochrane was sold to Detroit in December, 1933, for \$100,000 and Catcher John Pasek. Much of the baseball world then was badly battered by the depression. Connie Mack and the Shibes were in serious trouble in Philadelphia, and word was passed around the American League that the crack Athletic battery of Lefty Grove and Mickey Cochrane could be obtained for \$200,000.

Navin also had his financial difficulties, and had to borrow from his then silent partner, Walter Briggs, to maintain operations. Frank did not feel the club could afford both Grove and Cochrane, but he wanted Mickey as catcher-manager. He told Briggs he could get Cochrane for \$100,000 and a lesser player, but that the club treasury was bare. "Get Cochrane; I'll advance the money," said Briggs.

From the very start of the 1934 sea-

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DeWitt Recalls Cards' Attempt to Draft Mickey

Bill Later Hired Cochrane
as Judge of Young Talent

By PAT HARMON
CINCINNATI, O.

The last game Mickey Cochrane saw may have been at Tampa, Fla., last April.

Mickey sat in a wheel-chair and watched four innings as the guest of Bill DeWitt. He was too tired to stay longer.

DeWitt, now owner of the Cincinnati Reds, and Cochrane were old friends.

Cochrane had been out of the game several years when DeWitt, then general manager of the Detroit Tigers, brought him back in 1960.

"What Musial is to St. Louis, or DiMaggio to New York—Cochrane was to Detroit," said DeWitt, "so I brought him back and put him on as a scout of minor league players. He was an excellent judge of material in this stage of development."

DeWitt's memories of Cochrane go back even further. "When I was with Branch Rickey on the Cardinals, around 1925, we tried to draft a young catcher named Frank King, playing with Dover in the Eastern Shore League.

"We didn't get him and later we found out what a hot prospect he was. Frank King was really Mickey Cochrane, playing under an assumed name to protect his college eligibility."

COCHRANE

(CONTINUED FROM PAGE 15)

son, the Tigers felt the magic of Mickey's presence. He especially had a remarkable effect on Lynwood (Schoolboy) Rowe, an Arkansas youngster with a 7-4 Tiger record in 1933. Mickey sold the Schoolboy on the idea that he could become one of the great pitchers in baseball and with his capable catching and inspired direction he helped Rowe bring the idea into fruition. Rowe won 24 games, lost only eight, and had one winning streak of 16 straight. From 14-12 seasons for Tommy Bridges in each 1932 and 1933, he helped Tommy to a 22-11 season in 1934, and he got a 15-7 season out of a submarine pitcher, Eldon Auker.

Editor Covered Tigers

Detroit was so thrilled with its red hot contender that the Detroit Free Press sent four writers, including its editor, Malcolm W. Bingay, known in his younger days as "Iffy, the Dopester," on eastern trips with the club. With Cochrane batting .320 and playing 129 games, he led the club home

Master Receiver, Sterling Socker



COCHRANE, chosen as the catcher on THE SPORTING NEWS All-Time, All-Star team, batted .320 in 13 major league seasons with the Philadelphia Athletics and Tigers. He was a dynamic leader and a shrewd handler of pitchers, working with such mound greats as Lefty Grove and George Earnshaw with the champion A's and Schoolboy Rowe and Tommy Bridges with the pennant-winning Tigers.

in first place, seven games ahead of the runner-up Yankees.

The World's Series with the Cardinals was a difficult one for the fighting New Englander. After dropping the first game to Dizzy Dean, the Tigers took a three game to two lead, with the last two games scheduled in Navin Field. Schoolboy Rowe, who had pitched an 11-inning classic, beating St. Louis, 3 to 2, in the second game, was expected to wrap it up in Navin Field, October 8. All Detroit

was prepared for its big celebration. But, Rowe didn't pitch as well as in his earlier effort, and Paul Dean nosed him out, 4 to 3, to tie the Series. It left the issue up to the seventh game, October 9, with Eldon Auker, fourth game winner, pitted against Dizzy Dean. It was no contest, as the Cardinals swarmed all over Auker and five successors and Dizzy clown-ed his way to an 11 to 0 shutout. For a competitor such as Cochrane, the crushing defeat took much of the joy out of the pennant victory.

The 1935 Tigers repeated, but the Yankees made Mickey sweat, losing out by only two and a half games. This time Mickey brought to the Motor City its long-deferred world's championship. His Tigers defeated the Cubs, four games to two. Making the victory even more of a feather in Cochrane's cap was that he had to win with a patched up lineup, after Hank Greenberg suffered a broken wrist in the second game.

Tigers Won the Next Three

After losing the opener, the Tigers swept to victory in the next three games, but Rowe again failed to bring in the clincher, losing the fifth game to Bill Lee, 3 to 1.

It made possible Tigertown's sweetest World's Series victory at Navin Field in the sixth game. With Tommy Bridges working against Larry French, Cub southpaw, the score was 3 to 3 in the ninth when Stan Hack opened for Chicago with a triple. Abetted by Cochrane, Tommy worked his way out of the hole. He fanned Billy Jorges, tossed out Larry French and retired Augie Galan on an out-field fly.

That set the stage for the big fireworks in the second half. Cochrane, first batter up, set off the fuse with

Cochrane Linked With Cobb and Rowe in Tiger History

DETROIT, Mich.—Mickey Cochrane was the third Detroit star to die in a little more than a year and a half. The others were Out-fielder Ty Cobb and Pitcher Schoolboy Rowe.

All three were linked in Detroit baseball history.

Cobb, who died on July 17, 1961, was the greatest of all Tiger stars. After ending his career with Detroit, the Georgia Peach played with the Philadelphia Athletics in 1927 and '28 as a team-mate of Cochrane.

At the age of 40, Cobb hit .357 for the A's in 1927. Cochrane, then 25 years old, hit .338.

When Cochrane was traded to Detroit in December, 1933, the Tigers had not won a pennant since 1909, when Cobb was the star of the club. Cochrane ended the drouth with successive championships in 1934 and '35 as the Tigers' manager-catcher.

Rowe, who died on January 8, 1961, was one of Mickey's pitching stars with records of 24-8 and 19-13 in the two pennant-winning seasons.

an infield single off Billy Herman's glove. Charley Gehringer's infield out advanced the Mick to second, and he pranced happily home when Goose Goslin bared a single to right. Mickey jumped up and down on the plate several times after scoring, while Detroit went into a paroxysm of joy that lasted until the next morning.

After two spectacular years in Detroit, the breaks started going the other way in 1936. A nervous breakdown limited his play to only 44 games, after he had caught over 100 games for 11 successive seasons. He spent weeks in Detroit's Henry Ford Hospital and recuperated at a Wyoming ranch.

Playing Career Finally Ends

On May 25 of the following year, 1937, his playing career was terminated at the age of 34 when he was struck on the right temple at Yankee Stadium by a ball pitched by Irving (Bump) Hadley. Cochrane was seriously injured, and for two weeks his life hung on a slender thread. His 1936 and 1937 teams, directed for weeks by Coach Del Baker, finished second. Cochrane had a lifetime batting average of .320.

Mickey never was the same after the injury, and in August, 1938, he lost his job as manager, vice-president and a director of the Tigers after several stormy sessions with the elder Walter O. Briggs, who by that time had become Tiger president and sole owner of the franchise. Cochrane dropped out of baseball, and was engaged in a trucking business that operated a line from Detroit to Chicago.

In 1942, Cochrane entered the Navy as an officer in the physical fitness program and managed the baseball team at Great Lakes Naval Training Station.

Coached for Connie Mack

Connie Mack, Mickey's first big league manager, invited him back to the Athletics in 1950, Mack's fiftieth and last season as Athletic manager. Mickey first was engaged as coach, and then asked to take a desk in the front office as general manager. Connie thought his former firebrand of a catcher could put some of his old zip into the club, but by 1950 Mickey had lost much of his old fire, and he did not return in 1951. He lost a son, Gordon Cochrane, Jr., during the war, and it took a lot out of him.

George Weiss, then general manager of the Yankees, gave Mickey a scouting job in 1955, but again it lasted for only one season. Knowing things weren't going too well for their fighting manager of the 1935 Tiger world's champions, the present Detroit management put Mickey on its scouting staff in 1960.

Cochrane is survived by his widow, Mrs. Mary Hohn Cochrane, Mickey's boyhood sweetheart in Bridgewater, and two daughters, Mrs. John Cobb of Denver, Colo., and Mrs. Kenneth Bollman of Allentown, Pa.

Private funeral services and burial were held, June 30, at Lake Forest near Chicago.

Obituary

Harry R. (Cy) Morgan

Harry R. (Cy) Morgan, who hurled for Connie Mack's 1910 and 1911 world's championship teams, died at Wheeling, W. Va., June 28, at the age of 84.

Morgan spent almost four years with Mack's Philadelphia Athletics. He also was with St. Louis and Boston in the American League and with Cincinnati in the National League during a major league career which began in 1903 and ended in 1913. He later served as an umpire in the minor leagues for 23 years.

Cy was with the Red Sox in June of 1909 when Mack acquired the 31-year-old spitball expert for Pitcher Vic Schlitzer and \$10,000 to further strengthen a mound staff which included the great trio of Chief Bender, Jack Coombs and Eddie Plank. Morgan hurled a three-hitter in St. Louis shortly after joining the A's and ended the season with a 15-8 record for Mack's club, but the Athletics lost the pennant to the Tigers during the final week of the season.

The A's won the pennant the following season despite injuries to Bender and Plank which for a time forced Morgan and Coombs to carry a heavy load. Describing the club's drive toward the 1910 flag, Spalding's Baseball Guide reported:

Two-Man Hill Staff

"Right in the middle of the season, Manager Mack found himself possessed of a pitching staff which consisted of only two able-bodied men who were dependable. They were Jack Coombs and Cy Morgan. He called them into executive session and told them the situation. Then it was discussed before a meeting of the players.

"The two big pitchers agreed willingly to work every day if necessary and as long as necessary. They made heroes of themselves in Quakertown by carrying the Athletics along for weeks almost unaided as far as slab work was concerned, thereby earning for themselves a separate paragraph in the lasting annals of the nation's pastime."

Morgan won 18 games for the club that season but neither he nor Plank hurled against the Cubs in the World's Series. The Philadelphians won the Series, four games to one, with Bender and Coombs doing all of the pitching.

Morgan compiled a 15-8 record while helping the A's repeat as pennant winners in 1911 and again failed to be called on for work in the Series against the Giants. The Athletics won, four games to two, with either Bender, Coombs or Plank starting and finishing each game.

77 Big-Time Victories

Morgan's 15-8 logs in 1909 and 1911 were his best in the majors. He won only three of 12 decisions for the Athletics in 1912 and failed to win a game while with the Reds in 1913. His career record in the majors was 77-81.

A native of Pomeroy, O., Morgan began his O. B. career with Ili-no (New York State) in 1901.

He umpired in the Western and Southern Association and the Sally, Piedmont, Southeastern, Eastern, Mississippi Valley and New York-Pennsylvania leagues until 1938, when he retired from the game.

He later was employed by the Patuxent River, Md., Naval Air Base and during World War II joined Oceanic Service Corporation as a guard on New York docks.

Thomas Y. Baird

Thomas Y. Baird, for 36 years owner and president of the Kansas City Monarchs, which sent Jackie Robinson and many other Negro stars to the major leagues, died in his sleep at his home in Kansas City, July 2, apparently of a heart attack. He was 77.

Baird organized the Monarchs in 1919 and built a club which dominated the American Negro League for many years and which attracted crowds at exhibitions in major league stadiums. The talent-loaded club prospered until Robinson signed with Montreal (International) in 1946 and

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Classic Cochrane Log

Born, April 6, 1903, at Bridgewater, Mass.

Height, 5.10½. Weight, 180. Threw right and batted lefthanded.

Caught 100 or more games 11 successive seasons. Named Most Valuable Player in American League, 1928. Won pennants first two years as manager at Detroit, 1934-35. Managed Detroit until August 6, 1938. Coach and later general manager, Philadelphia A. L., 1950. Scout, New York Yankees, 1955, Detroit Tigers, 1960-61-62. Named to Hall of Fame in 1947.

Year	Club	League	G.	AB.	R.	H.	2B.	3B.	HR.	RBI.	B.A.	F.A.
1923	Dover (a)	East. Sh.	65	245	56	79	12	6	5		.322	.957
1924	Portland	P. C.	99	300	43	100	8	5	7	56	.333	.959
1925	Philadelphia	Amer.	134	420	69	139	21	5	6	55	.331	.984
1926	Philadelphia	Amer.	120	370	50	101	8	9	8	47	.273	.975
1927	Philadelphia	Amer.	126	432	80	146	20	6	12	80	.338	.986
1928	Philadelphia	Amer.	131	468	92	137	28	12	10	57	.293	.966
1929	Philadelphia	Amer.	135	514	113	170	37	8	7	95	.331	.983
1930	Philadelphia	Amer.	130	487	110	174	42	5	10	85	.357	.993
1931	Philadelphia	Amer.	122	459	87	160	31	6	17	89	.349	.986
1932	Philadelphia	Amer.	139	518	118	152	35	4	23	112	.293	.993
1933	Philadel'a (b)	Amer.	130	429	104	138	30	4	15	60	.322	.989
1934	Detroit	Amer.	129	437	74	140	32	1	2	76	.320	.988
1935	Detroit	Amer.	115	411	93	131	33	3	5	47	.319	.989
1936	Detroit	Amer.	44	126	24	34	8	0	2	17	.270	.983
1937	Detroit (c)	Amer.	27	98	27	30	10	1	2	12	.292	.972

Major League Totals.....1482 5169 1041 1652 333 64 119 832 .320 .985

(a) Played under name of Frank King.

(b) Sold to Detroit Tigers for \$100,000 and Catcher John Pasek, December, 1933.

(c) Suffered fractured skull when hit by pitched ball by Pitcher Irving (Bump) Hadley of New York, May 25, 1937, ending career as active player.

WORLD'S SERIES RECORD

Year	Club	League	G.	AB.	R.	H.	2B.	3B.	HR.	RBI.	B.A.	F.A.
1929	Philadelphia	Amer.	5	15	5	6	1	0	0	0	.400	1.000
1930	Philadelphia	Amer.	6	18	5	4	1	0	2	4	.222	.976
1931	Philadelphia	Amer.	7	25	2	4	0	0	0	1	.160	.978
1934	Detroit	Amer.	7	28	2	6	1	0	0	1	.214	1.000
1935	Detroit	Amer.	6	24	3	7	1	0	0	1	.292	.972

World's Series Totals.....31 110 17 27 4 0 2 7 .245 .987

Mickey Cochrane: Full of Fight, Ability

By BOB BROEG

ST. LOUIS, Mo.—One day back in 1928 when the New York Yankees were whaling the what-for out of the Philadelphia Athletics, who seemed to have accepted the inevitable with annoying complacency, the A's florid-faced catcher came snarling back to the dugout in a red rage, ripping off his mask, flinging aside his chest protector and kicking away his shinguards.

"You yellow-bellied buzzards," screamed Mickey Cochrane, reaching into the batrack to lead off the inning. "You're quitting like the yellow dogs you are."

Turning his back on his teammates who were shaken up by his denunciation, Cochrane stepped into the batter's box and lined a base-hit between the outfielders, Al Simmons followed with a hit. So did Jimmie Foxx and Bing Miller and Jimmy Dykes and—

And suddenly the Athletics not only won a ball game that seemed lost, but they made a race of what appeared another Yankee runaway and, though he batted only .293, Cochrane was voted winner of the American League's Most Valuable Player award, which then carried with it a \$1,000 bag of gold.

More important, Philadelphia went on from there to win three consecutive pennants and two world championships, providing only two instances since 1915-16 when any American League team other than the Yankees has succeeded itself as pennant-winner.

The only other exception came in 1934-35 when Detroit, after ending a quarter-century drouth, achieved first a pennant and then a world championship. And there is absolutely no coincidence to the fact that the player-manager of the Tigers then was the same jug-eared, raven-haired catcher who had ranted and raved at the Athletics several seasons earlier.

Black Mike Cochrane, the Boston-area Irishman, was that kind of an influence on a ball club, as well as a helluva fine hitter and a good catcher. When you put it all together, it spells leadership and recognition, too, as probably the finest all-round mask-and-mitt man in baseball history. At least, that's the way most veteran observers see it when they attempt to pick an All-Star team for baseball's first century.

A Lifetime .320 Average

The fact is, no matter whether you prefer Buck Ewing, Roger Bresnahan, Bill Dickey, Gabby Hartnett or any other, including more recently Yogi Berra and Roy Campanella, you've got to face up to appreciation of what Cochrane accomplished from the time he stepped up as a pinch-hitter for Ralph (Cy) Perkins in 1925 until he lay in the dust at home plate at Yankee Stadium in 1937, his skull fractured in three places and his life in almost as great a danger as his career.

In those 12-plus seasons, he not only led two teams to five pennants, but he also batted a lifetime .320, topped by a .357 season in 1930. Even though fast enough to lead off, if necessary, he was powerful enough to hit 23 homers one season, 1932, and productive enough to knock in 112 runs the same year.

Cochrane's intangibles tell even more than the talent that took him into the Hall of Fame in 1947. Take, for instance, his rundown condition in the 1934 World Series when he spent every night at Detroit in a hospital bed, rather than in his apartment, making certain that he'd be able to drag himself out there another day.

As if he didn't have enough to do, Cochrane reportedly had to wet-nurse one of his infielders through the rough-and-tumble World Series in which the Tigers were outmatched against the cutthroats of the St. Louis Cardinals' Gashouse Gang.

Black Mike found defeat intolerable, as Roger (Doc) Cramer, fleet Philadelphia outfielder, found when he joined the Athletics and beat Mickey by a yard in a match race.

Winning Was an Obsession

"We started at 5 o'clock, to run just one sprint before dinner," Cramer recalled, "but Cochrane kept insisting on just 'one more' and, so help me, we were still out there at 11 p. m."

The burning obsession with victory played a shrieking tune on the fiery fellow's taut nerve strings. His wife and hometown sweetheart, the former Mary Hohn, learned to give him a wide berth after a particularly tough defeat, even stopping off to visit teammates' wives until Black Mike would fall asleep.

Cochrane brooded when the stock-market crash of the depression wiped him out financially, but he brooded even more when he was tabbed as the World Series goat in 1931, even though the Cardinals' Pepper Martin ran wild at the expense of Philadelphia pitchers who hadn't faced a base-stealing daredevil.

The emotional peaks and valleys experienced by Cochrane in the heat of a pennant race exhausted him to the point that he suffered a nervous breakdown in 1936 and was limited to only 44 games, the first time he'd caught fewer than 115. The Tigers fell short and lost to the Yankees in a bid for a third straight pennant.

Still, at 34, he was batting .306 in late May, 1937, when he homered off New York's Irving (Bump) Hadley and then,



MICKEY COCHRANE . . . Driven by unquenchable thirst for victory.

with a teammate on first base, crowded the plate the next time up so that he'd be certain to pull the ball behind the runner. When Hadley fired a 3-and-1 pitch that sailed up and in, Cochrane lost sight of the ball about six feet in front of the plate.

Unconscious for 10 Days

The ball hit him with a sickening sound near the right temple, an inch or two above the right eyebrow. Dickey, catching for the Yankees that day, remembered with detailed horror:

"The ball dropped in front of the plate and Mike fell almost on top of it, right on his face. Then he rolled over and said, 'Good God Almighty.'"

Cochrane, who didn't recall having said anything, remembered reviving briefly in the clubhouse, where he gamely asked that the game be held up until he could return to the field. Then he lapsed into unconsciousness and was out for the better part of 10 days.

"The only time I came to was when they were tapping my spine," Cochrane reminisced years later with Dickey when Mickey was scouting for the Yankees and Bill was coaching for his old team.

When Mrs. Cochrane, who had maintained a bedside vigil, wondered if there was anything she could do for her husband as he rejoined the living, Mickey showed his Irish humor. Smiling, he said "Yeah, get me a new head."

There was, unfortunately, nothing that could remove the effects of the severe injury—the skull was fractured in three places—and Detroit Owner Walter O. Briggs, presumably acting with the advice of medical counsel, rejected Cochrane's plea that he be allowed to go behind the plate again.

So the exciting, productive playing career of an exciting, colorful player ended abruptly and, with it, really and tragically, his usefulness to baseball.

As a benchwarmer, Cochrane was a caged-up tiger, nervously prowling the dugout and unable to set by example with the kind of leadership that made him and another fierce competitor, Frank Frisch, considerably more successful as playing managers than bench bosses.

When Briggs relieved him as manager in August, 1938,

New York sports columnist Jimmy Powers summed up the feeling of many when he cracked, "Sentiment is fine, but only when it's good business."

Cochrane, however, found no fault with Briggs and even reportedly turned down the second season of a \$36,000-a-year contract. The generous gesture was expensive, but sporting, because by the time he died at the age of 59 in 1962, Mickey's resources had been pared by illness and reverses to the point he'd wondered why baseball at least didn't pension Hall of Fame members among its old-timers.

Writing this series of profiles of players from the past for THE SPORTING NEWS, a guy, especially when he's half-Irish, finds himself tending either to become maudlin in what he writes or just sad as he sits at the typewriter. In so many instances, the super stars not only are dead, but they died either young or broke or unhappy.

It's possible that Cochrane qualified on all counts and the temptation is to wallow in pity, but that wouldn't be right. Not, at least, when you know that better than most men who play the game of life, Gordon Stanley Cochrane called his shot—and put it in the side pocket.

An Aggressive Kid

Born of Scotch-Irish parents, the Mickey who was Gordon only to his mother, was the son of John Cochrane, a coachman and caretaker for a wealthy suburban Boston family. Pop saved up enough money to buy a small place outside of Bridgewater, Mass. Mickey was born there, about 50 miles south of Boston, on April 6, 1903.

At the age of 10, toting a baseball glove, the Cochrane kid already had an ambition that seemed to typify the take-charge aggressiveness that made him a man to watch, to listen to and to follow.

"Lots of kids wanted to be a big league player," he explained years later to New York writer Frank Graham, "but I wanted even then to become a manager. What makes a kid think like that? Maybe I just had to be boss."

Better still, the leader, which Cochrane proved himself to be at Boston University, where he was even better than the late, ill-starred Harry Agganis as undoubtedly the finest all-round athlete B. U. ever had.

Greybeards at old Braves Field, where the Terriers now play, can tell with awe of Cochrane's prowess on the ball field, the football field, the cinder track, the basketball court and in the boxing ring. Then only 160 pounds, 20 fewer than his peak playing weight, Mickey mixed it good and was impressed most with a campus light heavyweight who became a good friend.

Ever hear of Charles Farrell, who made a movie classic with Janet Gaynor called "Seventh Heaven" and another, "Sunny Side Up"? Farrell later starred with Gale Storm in an early television series, "My Little Margie."

Cochrane was especially outstanding as a halfback in football. Included in his feats of gridiron derring-do for old B. U. at a time when Boston University didn't have a home field to its name was the time he went in to punt against Brown. Mickey took a look at the goalposts, 52 yards away, and accepted a sudden challenge. To heck with the punt, he'd dropkick and did—for three points.

Played Sax, Washed Dishes

Working his way through college, "The Kid," which was his nickname in New England before Ted Williams, played a saxophone in dance bands and also washed dishes at a campus establishment close by a hotel where he'd see Babe Ruth and other big leaguers stay, including the college outfielder's boyhood favorite, Ty Cobb.

"Someday," Mickey promised his fellow pearl divers, "I'll be sitting over there watching jokers like us swab the dishes."

When he went out to play professionally with Dover of the Eastern Shore League in 1923, Cochrane used the name "Frank King" he'd adopted when he was playing summer semipro ball to protect his amateur status. Now, though graduated, he called himself King to protect his reputation.

"If I was a flop," he said, "nobody would know who I was, and I could start all over again some place else."

Dover needed a catcher more than it did an infielder or outfielder, so Cochrane recognized an opportunity when he saw one and put on the tools of ignorance.

One day, with Tom Turner, owner of the Portland club in the stands, Mickey got four hits, but dropped a couple of foul flies and threw wildly to second base twice. Obliquely, Turner suggested to the Dover manager, one Jiggs Donohue, "You've got a great pitcher on your ball club and I'd like to buy him."

Donohue grinned. "Uh-huh," he said, "that great pitcher is behind the plate."

If Turner thought the wily Donohue was asking too much for a kid who'd hit .322, Cochrane's robust .333 season for Portland in the Pacific Coast League in 1924 gave Turner similar ideas of financial grandeur. In fact, the asking price for Cochrane was so high that the Philadelphia Shibes, at the suggestion of Connie Mack, bought controlling interest in the club.

The public price announced for Cochrane was \$50,000 and five players but, actually, Mack said years later to Ed Pollock, veteran Philadelphia sports editor, the price was considerably higher. The A's, you see, dropped between \$200,000 and \$300,000 in operating the Portland club before selling it back to Turner.

But was Cochrane worth it? Pollock wondered.

"Worth it!" exclaimed Mr. Mack. "He was worth 10



Cochrane and Two of His Famous Bosses, Connie Mack, Being Buzzed by Black Mike and Bing Miller (Left) and With Detroit Owner Frank Navin.

times that much. More than any other player, he was responsible for the three pennants we won in 1929, 1930 and 1931."

But Tom and John Shibe, who'd seen Connie blow a bundle for another Coast league phenom named Paul Strand, a bigger bust than Mae West, sweated through spring training in 1925 at Fort Myers, Fla., almost as much as **Cochrane** did.

The solidly-built kid with the matted black hair, dark whiskers, ruddy cheeks and blazing blue eyes was completely hopeless on foul flies. At Mack's request, No. 1 catcher Ralph (Cy) Perkins worked tirelessly with **Cochrane**, who never asked for relief, but doggedly worked on popups and other mystifying phases of his profession.

Mack had made up his mind that, no matter how crude, the hard-hitting, fast-running, strong-armed kid held the future of the Athletics in his eager, unsmooth hands. But Perkins was behind the plate on opening day.

Valuable Tips From Perkins

"Only until about the eighth inning," Cy would tell later, "when we came up a couple of runs down with a couple of men short and my time at bat. The kid hit for me and doubled off the scoreboard in right-center, and I knew I'd lost my job."

Improving daily with Perkins helping him, **Cochrane** was outstanding in 134 games that first year, batting .331, and eventually he became skilled on pop flies, too.

"It's no wonder Mike didn't know how to catch," Perkins said later. "He didn't know how to stand or to shift, but he hadn't been at it very long. He was too high behind the plate, an easier stance from which to throw, but not a good enough target for pitchers who want to keep the ball down."

"It's tougher throwing from back there when the ball is low and especially if the catcher's knee is down, but Mike worked on throwing them out from down low until he was blue in that tomato face instead of red. He was great at it."

Cochrane began to assert himself as a leader, too. One time when Rube Walberg hit a wild spell, walking the bases loaded and forcing in a run, Black Mike called time, stormed out to the mound, grabbed the pitcher by the shoulders and spun him around. To Walberg's surprise, **Cochrane** kicked him right in the seat of the pants and said, "Damn-it, Rube, settle down."

Grove's Trigger Temper

Walberg, though startled, chuckled at the direct parental approach and did settle down to win the game.

When Lefty Grove was at his terrible-tempered best—and **Cochrane** went to his grave praising the fireball pitcher—the catcher wouldn't back down from his long-armed, short-fused batterymate.

In fact, one time when **Cochrane** fired the ball back to Grove and Lefty cussed him out, only the quick intervention of Foxx and Dykes kept Black Mike from tangling right on the mound with his own pitcher.

In the Athletics' three pennant-winning seasons, **Cochrane** promoted to the No. 3 spot in the batting order, hit .331, .357 and .349, averaging 129 games a season and 87 RBIs. He batted .400 in the five-game Series rout of the Cubs, including the remarkable 10-run inning that overcame an eight-run deficit in the fourth game.

The language used by both the A's and Cubs became so sulphuric that even Commissioner K. M. Landis, who had heard all the words and used most of them, was shocked. He issued a cease-and-desist order.

Late in the final game, when one of the Cubs dawdled going up to hit, **Cochrane** affected a feminine falsetto and said, "Hurry, up, sweetheart. Tea will be served at 4 o'clock."

Afterward, when the champions were being congratulated, Judge Landis walked over to **Cochrane**. Eyes twinkling, the Judge told him, "I heard what you said—'sweet-heart.'"

The way Black Mike was playing then, it seemed as if the world were his private preserve, but he'd lost heavily in the Black Tuesday of the stock-market crash in October, 1929. And there was another sharp drop and a call from his brokers for margin he couldn't provide to protect his vanishing investments at the time of the '31 Series, when he was hampered by sinus trouble, leg bruises—and Pepper Martin.

When the Wild Horse of the Osage stole five bases, batting .500, **Cochrane** seethed not only because the Athletics had missed a rare third straight championship, but also because he knew that Martin had run on Grove and George Earnshaw. Only Waite Hoyt of the Philadelphia pitchers had been able to hold Martin close to base.

It didn't help **Cochrane's** state of mind, either, when he left immediately after the seventh game in St. Louis for a trip to Japan with an All-Star team that included the Cardinals' captain and second baseman, Frank Frisch, who needed **Mickey** until Fred Lieb, a writer making the trip, begged the Flash to lay off.

Three years later, **Cochrane** and Frisch were at it again, but the backdrop was different for the No. 1 backstop. The financially-pinched Athletics had sold Black Mike to De-

troit for \$100,000 and catcher John Pasek.

The principal stockholder, Frank Navin, wanted Babe Ruth as manager because the Yankees, eager to get out from under the aged Bambino, had offered Ruth's contract free. Navin missed connections with the Babe on the West Coast, however, and H. G. Salsinger, sports editor of the Detroit News, urged him to deal for the **Cochrane** contract so that he'd get a star player in his prime as well as a manager.

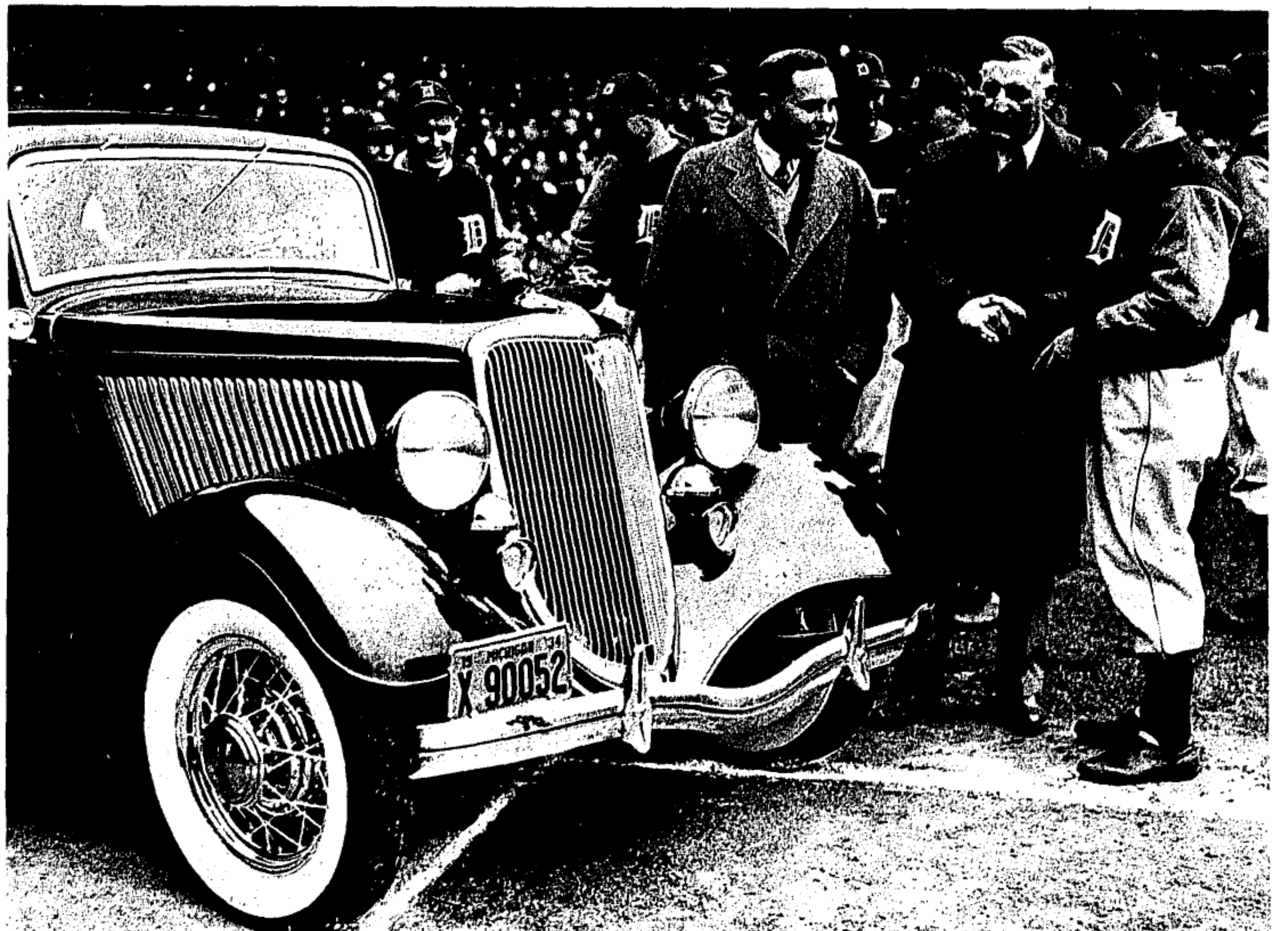
Briggs Wanted Cochrane

Trouble was, Navin had the financial shorts, a common malady in those troubled economic times, and that's when Briggs, an avid fan who would take over the club shortly, advanced him the money and said, "Go get **Cochrane**."

So the kid who at 10 had dreamed that one day he'd manage a big league ball club took over the fifth-place Tigers and, with other future Hall of Famers Charley Gehring, Hank Greenberg and Goose Goslin, Detroit won its first pennant since 1909. **Cochrane**, though he felt the strain of driving his team as hard as he did himself, still managed to equal his lifetime average—.320.

Proud to have caught the last two 16-game winning streaks in the American League—Grove in 1931 at Philadelphia and Schoolboy Rowe in '34 at **Detroit—Cochrane**

(Continued on Page 20, Column 1)



TWO OFFICIALS of the Ford Motor Co. welcomed **Cochrane** to Detroit on opening day, 1934, presenting the rookie manager with a new Ford

V-8 sedan at Navin Field. To make the day complete, the Tigers beat the White Sox, 7-3. The Tigers went on to win the '34 A. L. flag.

Cochrane Seethed Under Ribbing by Redbirds

(Continued From Page 19)

found himself galled by the audacity of the Gashouse Gang. Frisch had told the Redbirds to lay off the rough stuff in the field, but the cutups had heard Rowe say on the radio to his bride, "How am I doin, Edna?" And the Cardinals took it from there.

When Cochrane was hospitalized overnight, a Detroit newspaper carried Black Mike's photo with the caption, "Our Stricken Leader." Oh, my, how the Redbird bench jockeys enjoyed themselves with that one.

So the Tigers began to go at the Cardinals on the base-paths, roughing up the Redbirds, to whom this was second nature. The Tigers came off second best, all-round, and Frisch rubbed it in when Cochrane made the tactical error of ordering an intentional pass to load the bases for his rival field foreman in the third inning of the seventh game. Frisch rapped a three-run double that led to a seven-run inning and an 11-0 cakewalk for Dizzy Dean, who laughed it up at the finish.

Cochrane, bothered again by Pepper Martin, too, had batted under .200 in two composite Series against St. Louis and he proved he didn't forget or forgive either. The following spring when Babe Ruth, released by the Yankees, went over to the Boston Braves of the National League and posed for pictures with Dean in the spring, Mike chewed out the Babe.

A Blast at the Babe

"What the hell you doing being so friendly with Dean?" Cochrane crabbled. "You've been an American Leaguer all your life. I can't see it, not after what those guys did last year and what they said about our league."

Although he was beginning to create his own pressure, the kind that helped unseat and unnerve him, the marvelous Mickey still had a big climax season in front of him. He'd brought Detroit its first pennant since 1909 and now, in 1935, he gave the Tigers their first world championship—ever.

Cochrane hit .319 in the regular season and .292 in the World Series, in which he experienced the greatest thrill of his career, a sixth game almost as exciting as the peppery catcher himself.

Although he'd lost slugger Greenberg with a broken wrist in the second game of the Series, Cochrane came down to the sixth contest with a three-to-two lead, but defeat leered at the Tigers, with the score tied, when Stan Hack opened the ninth inning with a triple.

Cochrane bounded out to talk to his pitcher, Tommy Bridges, a brilliant curve-ball pitcher, and told him, "Breaking balls, nothing except breaking stuff."

Mickey Blocked Low Pitch

Trouble was, the second pitch got away from Bridges, a low curve that bounced two feet in front of the plate. "Judas, here goes the Series on one pitch," Cochrane moaned to himself.

But the old master of the mask and mitt still was equal to the challenge. He skidded forward on one knee, blocked the ball and scrambled forward to retrieve it so that Hack, who had started for the plate, was forced to retreat to third base.

Bridges, reprieved by his great batterymate, struck out Bill Jurges, retired Larry French on a tap back to the mound and got Augie Galan on an outfield fly. The score was still tied.

Cochrane, who had singled to set up Detroit's first run in the opening inning, batted in the No. 2 spot, just ahead of Gehringer, and the boss man began the home ninth with a base-hit. Gehringer, also a lefthanded hitter, followed with a savage shot over first base, but the Cubs' young first baseman, Phil Cavarretta, dove to his left, blocked the ball, picked it up, stepped on the bag and then threw to second, where his throw struck the sliding Cochrane in the back.

"I don't see how they could have criticized the kid for that difficult throw," Mickey said later, "not after he'd made such a great play."

"I think I might have been safe, anyway, because they had to tag me."

The veteran Goslin, another lefthanded hitter against southpaw French, proved himself once more to be a tough codger in a clutch. The Goose lined a 2-and-2 pitch over Billy Herman's head into right center, and Cochrane, digging around third, reached home plate and jumped on it again and again and again, to cap the moment of great

glory for Detroit and for the man who as a boy had wanted to be a manager.

Down in Commerce, Okla., a wiry miner beamed at the radio report. He knew he'd picked the right player for whom to name his towheaded son—Mickey Mantle.

For the other Mickey, meaning Gordon Stanley Cochrane, stormy sessions with Briggs preceded his resignation as manager, vice-president and a member of the board of directors. Thereafter, Cochrane's happiest years probably would be in World War II when he was an officer in the Navy's fitness program, running the athletic program at Great Lakes Naval Training Station and coaching a baseball team that had more talent than most war-time big league clubs.

Son Died in World War II

The war, however, was as costly for Cochrane as for many fathers. He lost his son, Gordon, Jr., and the old spirit sagged. When Mickey died, he was survived by his wife and two daughters, Mrs. John Cobb of Denver and Mrs. Kenneth Bollman of Allentown, Pa.

Cochrane represented a Detroit-to-Chicago trucking line for a time. He operated a dude ranch in Wyoming. He came back to baseball briefly with Connie Mack at Philadelphia in 1950, Mr. Mack's last year as manager, and served the feuding family for just one season as general manager.

George Weiss hired him as a scout for the Yankees one year, 1955, and after he had been in and out of hospitals, bothered by a respiratory ailment, Detroit put him back on the payroll in 1960, to scout at the major league level and to work with Tiger catchers in spring training.

It just wasn't the same. Mickey Cochrane had been born to lead, not to follow. In the game of life to which he gave so much of himself, eating himself up inside in an effort to excel, he lost too much when they took the bat out of his hands and the mitt away from him.

From the time he lay in the dust at home plate at Yankee Stadium in 1937, 25 years before his death, the great Mickey Cochrane became just another guy named Gordon.

The next Hall of Fame profile, on King Carl Hubbell, will appear in an early issue.

Brewers Get a Generous Stadium Contract

(Continued From Page 14)

draw three years ago, as spearhead of Milwaukee County's effort to find a baseball tenant.

It is a remarkable one, possibly the most generous in the whole spectrum of government-sports coalitions. The Brewers will get the stadium for \$1 a year during the life of the contract—a 25-year term is predicted—for the first 1,000,000 customers each season.

Take Based on Gate

On attendance between one million and 1.5 million, the Brewers will give the county five percent of net earnings. The percentage will be seven percent on admissions between 1.5 million and two million, and 10 percent on admissions over 2 million. The club will retain all concessions revenues up to 1,000,000 attendance, with a similar sliding scale after that.

The county kept only parking revenues for itself, but still expects to be able to operate County Stadium at a profit for the first time since the Braves left. County Ex-

ecutive John Doyne estimated the revenue to the county to be as much as \$250,000.

For the baseball fans, of course, the profit was secondary to the simple matter of being able to watch a Milwaukee team play baseball again.

A man named Eldred Koepke, who bought four season tickets to Braves' games in 1953, achieved fleeting distinction by being the first in line at the ticket window Thursday morning, April 2. "I feel like I own those four seats," he said. "Only this time I'm not only buying them, but two additional ones."

Koepke had company—when the Brewers' ticket window first opened for business at 9 a.m. Thursday, a dozen persons were waiting in line, and several dozen workmen were busy inside the stadium, shoveling the remnants of a five-inch snowstorm off the playing field and seats.

Stadium Manager Bill Anderson gave himself a few days' head start on the task of readying the stadium for baseball.

Crews at Work

His crews had the screen behind home plate in place the previous weekend, and the pitcher's mound, leveled to permit the Green Bay Packers an even turf in the football season, was sculpted and in place, waiting for Volinn to conclude his deliberations, and banking on a favorable decision.

The Brewers cheated a bit, too. Tickets were printed for the early games—by coincidence, the April allotment was delivered to County Stadium Tuesday night, about two hours before Volinn made them more than scrap paper.

The metamorphosis from Pilot to Brewer was more difficult for the players, many of whom had homes in the Seattle area, but Milwaukee tried to help.

A downtown hotel offered the players three days' free lodging after the team flew north from its Tempe, Ariz., training base. The

Milwaukee Association of Commerce scheduled a Monday luncheon honoring the team, and sold all 650 tickets at \$5 each.

The Brewers landed in Milwaukee Sunday night, walked along a red carpet into the airport terminal, and then were whisked downtown in a motorcade to provide fans with their first look at their new representatives.

On the management level, matters remained in flux. Brewers, Inc., made public an expansion of local ownership—a key phrase in Milwaukee, where absentee ownership of the Braves became an increasingly sore point through the years.

Selig said the team would be bought by a group of 15 men, all but two of them from Wisconsin.

Daley Still in Picture

The exceptions are William Daley of Cleveland, who was majority owner of the club when it was in Seattle and who will be a minority owner here, and Edwin E. Foote, Elmer, N. J., a retired automobile dealer who became interested in the new ownership through his friendship with Fred Haney, a former manager of the Braves who is now a special consultant with the California Angels.

The owners did not put up equal amounts of the purchase price, Selig said, but he declined to be more specific. "This is a private corporation," he said. "It is very confidential."

Selig announced seven new owners—Daley, Foote, Albert B. Adelman, a Milwaukee dry cleaning executive; Ben Barkin, head of a Milwaukee public relations firm; Ralph Evinrude, vice-chairman of the board of Outboard Marine Corp.; Charles Gelatt, Madison and La Crosse industrialist, and Evan P. Helfaer, retired owner of Lake-side Laboratories.

Eight members of the group have been with the Brewers for several years. They include Selig, Duane Bowman, Sr., president of the Bowman All-Star Dairy; Edmund B. Fitzgerald, chairman of



A CORPORAL'S GUARD watches the Brewers report for their first workout at County Stadium.

Cannon's Date in Court Conflicts With Inaugural

MILWAUKEE, Wis. — The man who played a key role in bringing major league baseball back to Milwaukee, said he'd have to miss the Brewers' opening against the Angels April 7.

Circuit Judge Robert C. Cannon had a trial scheduled in his court.

"This comes first—this is my bread and butter," explained Cannon, former legal counsel to the Major League Players' Association and now vice-president of the group that brought the Brewers here.

Cannon and other club officials were delighted at the response of Milwaukeeans to having their own team again.

the board of Cutler-Hammer, Inc.; Herbert H. Kohl, president of Kohl's Food Stores; Oscar G. Mayer Jr., Madison, chairman of the board of Oscar Mayer Co.; John Murphy, La Crosse, president of Gateway Transportation Co.; Robert A. Uihlein Jr., chairman and president of the Jos. Schlitz Brewing Co.; Jack A. Winter, president of Jack Winter, Inc., a clothing firm, and Selig, president of Selig Ford, Inc.

Selig has said there will be some changes in the current composition of the Brewers' board. This has led to rumors, among them one that Circuit Judge Robert C. Cannon, a vice-president of the

Brewers, would resign his judgeship to become more active in the club.

Cannon is the best known member of the board in baseball circles. He served as legal adviser to the Major League Players' Association for several years, and was regarded as a candidate to replace William Eckert as commissioner of baseball.

Cannon has denied that he has any such plans, however, and quickly changed the conversation to a discussion of the team's booming ticket sales. "I went to a meat market this morning. Before I left, I had sold eight season tickets," he said proudly.