

FAVORABLE PAY-OFF FROM CINCINNATI LIGHTS

ATTENDANCE RISE BRINGS BETTER ADVANCE-SALE ARRANGEMENT

New Downtown Ticket Facilities to Be Set Up in Club's Larger Office Space; McCormick Signs for Two Years



CINCINNATI, O.—Taking a step that was welcomed by followers of the Reds, the Cincinnati club last week signed a lease for larger office space which will permit the club to conduct its downtown ticket sales with greater convenience to its patrons. It is our belief that this progressive move, as well as the pennant won by the Reds in 1939, both stem from the fact that Larry MacPhail, while general manager of the Cincinnati club, talked the National League club owners into permitting him to install lights and play seven night games a year at Crosley Field. This permission was granted at the December meeting in New York in 1934.

Five years later, MacPhail's successor, Warren Giles, signed the lease for more office space—and we believe the lights were responsible. Here's why: Installation of the lights added to the club's missions in 1936 and 1937, money which made it possible for the club's bosses to add players who improved the game.

Two deals, which made champions of the Reds in 1939, were those by which Buckley Walters was obtained from the Phillies in June, 1938, and Bill Werber of the Athletics in March, 1939. Close to \$75,000 in cash passed from Cincinnati to the Philadelphia club to put those two players in Redleg togs and that money came principally from the extra admissions drawn by the night game.

Because the night profits made it possible to add Walters and Werber to Cincinnati's otherwise good team, business was so good for the Reds last season that Giles decided something must be done before the start of another year to make it easier than in the past for the club's patrons to purchase their tickets.

Fans Get 'Em While They're Hot. This happens to be a great "advance sale" town when the Reds are playing the sort of ball the fans want to see. For years, the club's downtown sales have been conducted at the Henry Straus Cigar Store, Sixth and Walnut streets, where that firm's clerks, especially Otto Roelker, did everything possible to handle the ticket business to everyone's satisfaction. But the store's small size and two ticket patrons crowded together at once. It was a common sight last summer to see a line of fans extending half way around the block leading into the Straus store.

Giles decided that should not happen again, so last week signed a lease for 3,000 square feet of street level floor space in the Union Central Building Annex, in which the Reds' offices will be located by March 1, and in which the ticket office will be housed, with space for seven ticket sellers to operate at the same time.

Location at 301 West Fifth street, a location not quite as central as the Straus agency, but speedier handling of the ticket sales will make up for that. All Ladies' Day special tickets also will be dispensed at the new location, and it will be possible to place the tickets for many games in the racks at once and handle several sales simultaneously, instead of only one at a time.

Since the lights were installed at Crosley Field, 35 games have been played under them. The average attendance has risen to 703,192, or an average of slightly more than 20,000. It's not exaggerating to say that this average is fully 15,000 above what the same games would have drawn in the afternoons.

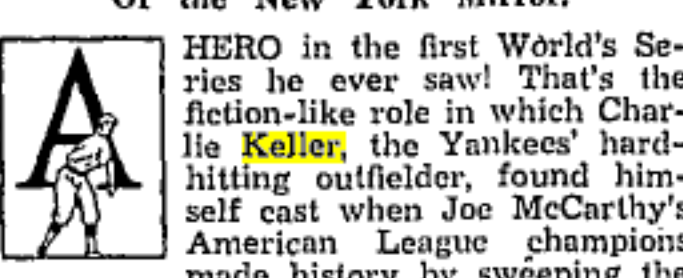
Keller, Hero in the First World's Series He Ever Saw, Happy to Be Yankee—but Still Likes '37 Newark Bears

FAIR COUNTRY HITTER ∴ FROM DOWN ON THE FARM

Gained Greatest Thrill In Post-Season Games With Int 'Wonder' Club

Young Slugger Developed His Powerful Shoulders, Strong Wrists Chopping Wood and Milking Cows on Farm

By CHARLES SEGAR Of the New York Mirror.



HERO in the first World's Series he ever saw! That's the fiction-like role in which Charlie Keller, the Yankees' hard-hitting outfielder, found himself cast when Joe McCarthy's American League champions made history by sweeping the four-game set with the Cincinnati Reds in the 1939 fall classic.

And what did Keller think of it? The young black-haired Maryland swatman considers it quite an exciting experience. But it wasn't the greatest thrill he has experienced in his brief, but not uneventful, diamond career. For Charlie never will forget that post-season playoff series between the Newark International League team and the Columbus Red Birds of the American Association, in 1937.

Keller was a member of the Newark's so-called "wonder team" that season. The Columbus club, facing what was recognized as one of the mightiest of minor league teams, astounded fans by beating the Bears three straight in Newark before the series shifted to Columbus.

But the Bears then made one of the most spectacular comebacks the game ever has seen, winning the next four games and the Junior World's Series.

To Keller, that remarkable reversal of form represented as big a thrill as he got out of the series with the Reds.

Perhaps Charlie's book, that is so popular with the fans, tells the story of the regulars in the last series with a batting average of .438; but both teams in homers, with three; led both clubs in driving in runs and in total bases, will be hard to convince. For Keller's brilliant performance in the 1937 classic gave everyone who saw or read about his feats a thrill that few players participating in their first World's Series ever produced.

"Rabbit's Foot and Right Timing" Keller's Explanation of Success KELLER himself attempts to minimize his own contribution to the Yankees' achievements against the Reds.

Just what he did was, after the series: "My timing was right and the rabbit's foot was working overtime."

You would expect such a statement from Keller, for he is one of the most modest lads ever to wear a big league uniform. When he got his first crack as a major league player, he was in the straits. When he was benched later upon the return of Joe DiMaggio after the latter recovered from an injury, Keller never complained.

"It's all in the game, I guess," he remarked as he was dashing into the Yankees' clubhouse to change his shirt after a workout. "I'll be back in that line-up soon. And when I get back in there, they're not going to take me out again."



PRESIDENT F.J. SHAUGHNESSY OF INTERNATIONAL LEAGUE PRESENTS KELLER WITH THE SPORTING-NEWS CITATION AS THE NO. 1 MINOR LEAGUE PLAYER OF 1937

to Ed Barrow, in charge of the Yankees. What did Charlie think of his first season in the majors? "There is a difference between the majors and minors, all right," he answered. "The pitching is smarter in the majors. They work on you just too bad. The fielding is better, too."

And what about the Reds? "They were a good team. We were lucky. I was lucky, you know. That Paul Derringer is quite a pitcher. He showed me plenty of stuff."

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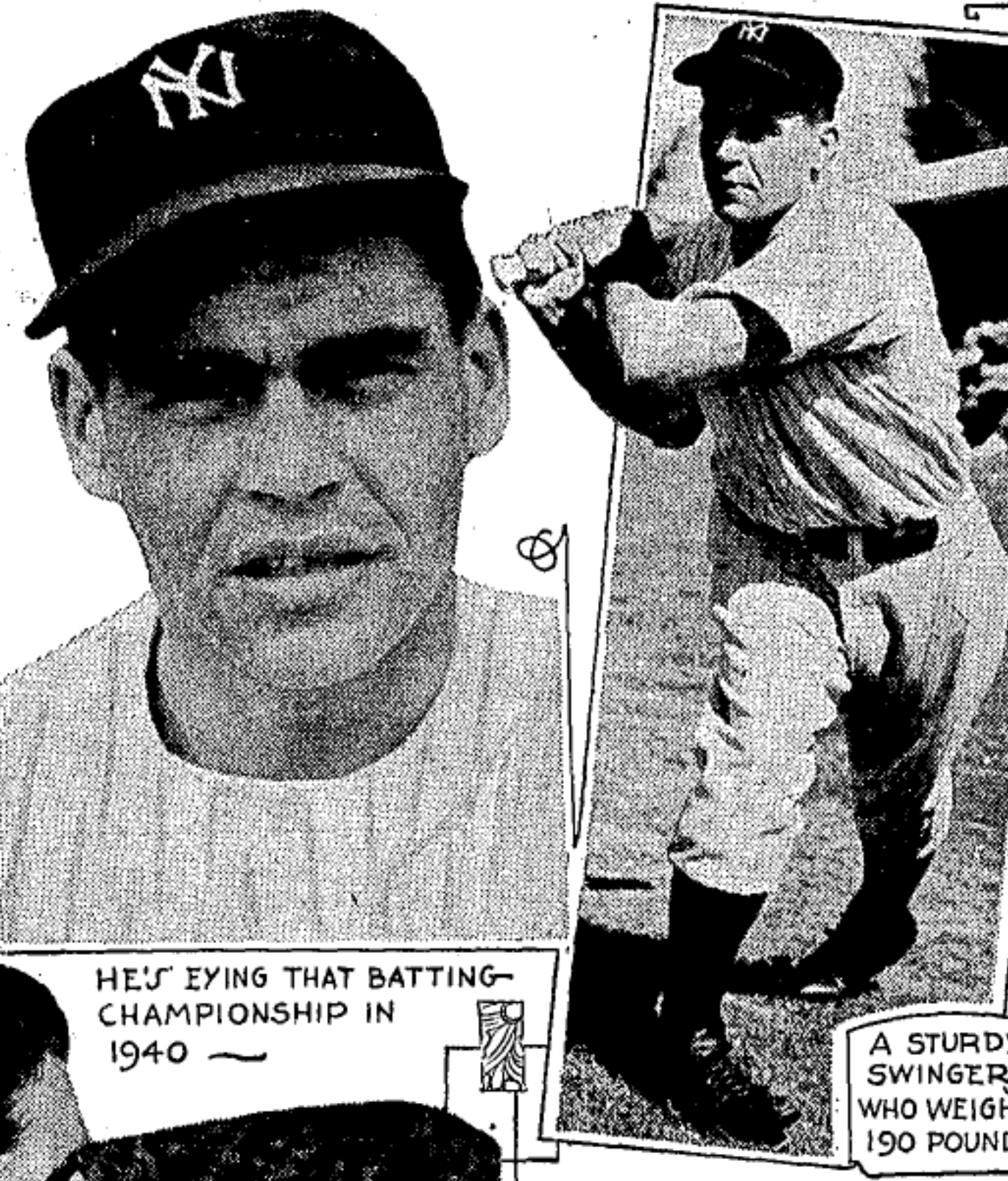
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A STURDY SWINGER, WHO WEIGHS 190 POUNDS



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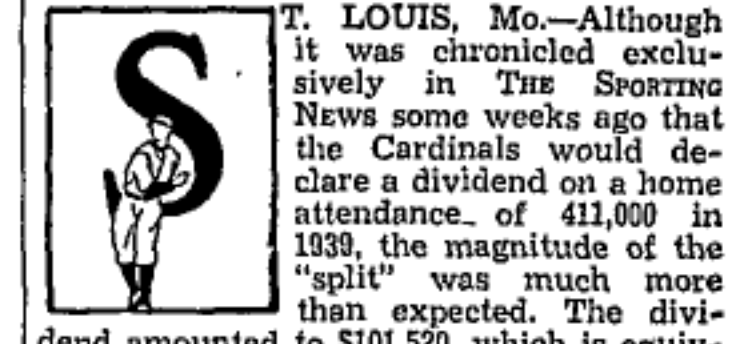
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DIZ NAME BOBS UP IN CARDS' DIVIDEND

PART OF DEAN SALE PRICE BELIEVED TOSSED INTO \$101.25 POOL

Melon Cutting on 411,000 Attendance at Home Nets \$10 Share; Stockholders of Browns Meet January 9



ST. LOUIS, Mo.—Although it was chronicled exclusively in The Sporting News some weeks ago that the Cardinals would declare a dividend on a home attendance of 411,000 in 1939, the magnitude of the "split" was much more than expected. The dividend amounted to \$101.25, which is equivalent to \$10 a share. Out of this sum, President Sam Breadon, who controls approximately 80 per cent of the stock, received about \$80,000. Breadon had earlier received for Dizzy in April, 1939, because of a home draw of only 292,000 that year, there was a substantial piece of that sale dough left and it is suspected that this was thrown into the dividend pool.

At any rate, the action of the St. Louis club made the stockholders extremely happy and in view of the fact that the dividend was declared December 27, it will go against 1939 income in the taxes. This is significant, because there is some speculation whether the U. S. levy will go up in the higher bracket next year.

This was the first dividend declared by the directors in two years. The Cards seemingly were in for a huge deficit in 1939 until Ray Blades picked the team up by the shoestrings late in the campaign and all but caught the Reds in the final week of the season. As a result of the upswing during September, crowds flocked to Sportsman's Park to bring the gate up to the 411,000 figure.

On the road, the Cards were a fine attraction, playing 700,000, only the Reds outdrawing them in away games. At the same time the dividend was announced, a deal was completed with the Chicago Cubs. This transaction sent Ken Raffensberger, 22-year-old southpaw, to the Browns in exchange for Pitcher Gene Lillard. Shotgun Steve Mesner, veteran undisclosed amount of cash. Mesner already had been optioned to San Diego in the Pacific Coast League by the Cubs and he will be permitted to remain there in 1940.

Efrenberger, a likely prospect, won 15 and lost ten with Rochester in the International League in 1938 and was taken south by the Cards last spring. He was returned to Rochester on option and in 1939 had a 15 and 15 record. Lillard Made Snappy Start in '39. Lillard, a right-hander, was picked up as a third baseman, but turned to pitching for Los Angeles in 1937. He was brought up by the Cubs last spring and after a snappy game or two as a starter early in the season, fell off and was used chiefly in relief. His Cub record was three wins and five losses.

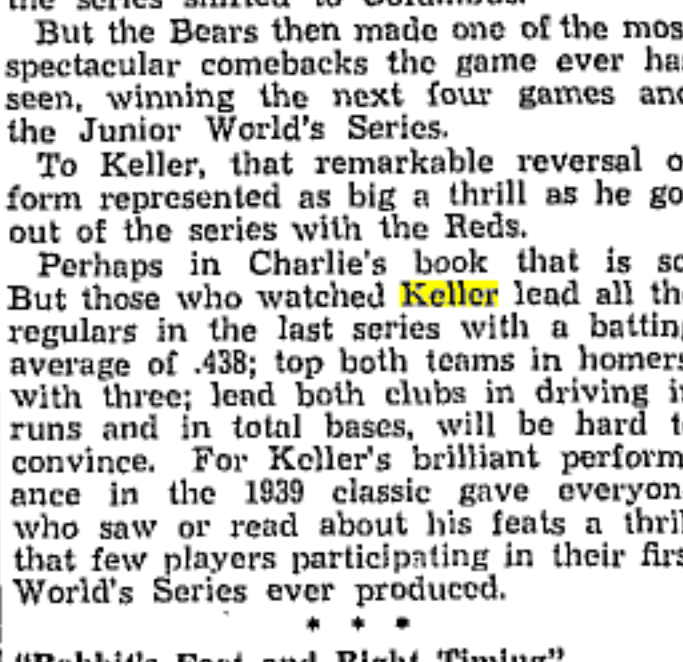
Mesner, only 22 years old, has shown fine promise as a hitter. He was brought up by the Chicago club from Los Angeles in 1938 and optioned to Indianapolis, where he averaged .331. With Milwaukee last season on option, he had a mark of .332 in 85 games. Steve also got into 17 games with the Cubs, batting .279. Rickey has Mesner down as a Cardinal fixture of the future.

Another deal involving the Cardinal farm club at Columbus was completed at about the same time. This sent Shortstop Bob Sturgeon to Chicago supposedly for cash. Sturgeon was highly regarded by Cardinal observers. He is only 19 years old and a big kid who batted just three points under .300 last season. Any relationship between this transfer and the Raffensberger-for-Lillard-and-Mesner transaction, it was not revealed.

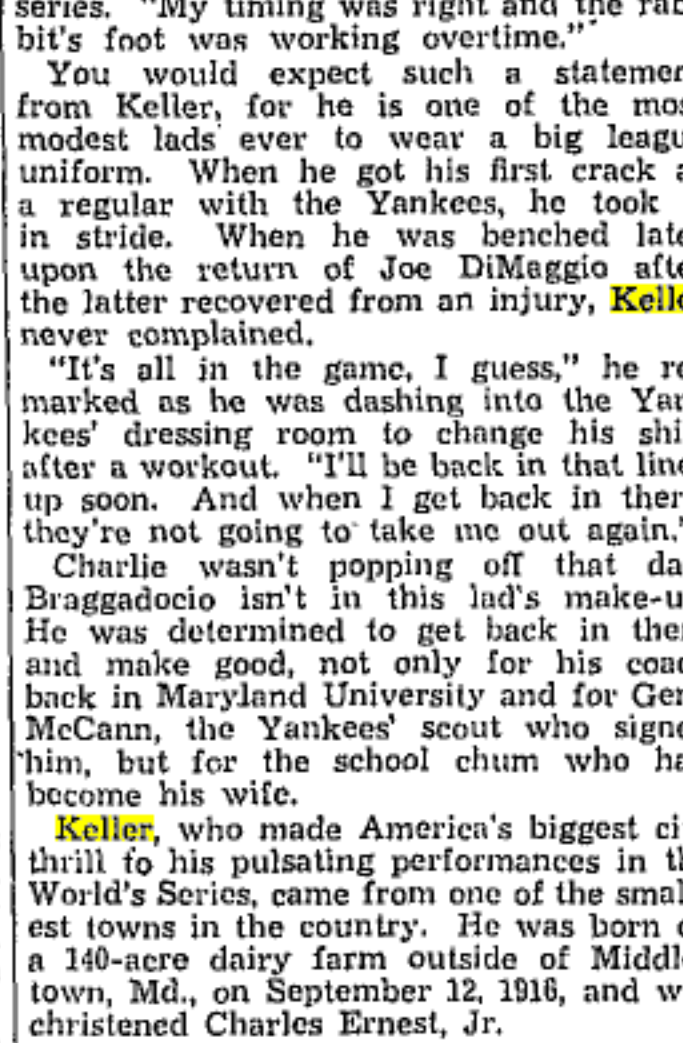
Aside from these developments, Cardinal fans absorbed the official slugging records of the National League and Toledo to get a glimpse of Johnny Mize's name rested atop the list. The burly first baseman, who also was the batting title, had 353 total bases and batted in 108 runs. The No. 4 man in the table was big Don Padgett and in eighth place came Joe Medwick. But Medwick had no reason to hang his head for he batted in 117 rallies. Only Frank McCormick, who tied with Ducky for second place in the regular batting averages, outdid Medwick in RBI, with 128.

A surprising revelation was the fact that Roy Blockboard, pitching staff had more shutouts than any other corps in the league. Conversely, the Birds were blanked only three times, low in that respect. President Donald L. Barnes of the Browns called the annual meeting of the stockholders in the club for January 9. At that time the board of directors of 11 members will be selected and a report in the corporation. Since the resignation of James R. Kearney last October, the directors have consisted of ten members, the vacancy not having been filled. General Manager William O. DeWitt has not yet completed the spring schedule of the Browns, who again will train in San Antonio, Tex., but hopes to have the chart ready in a few days. He is scheduling a number of games with the Toledo Mud Hens, who will condition at New Braunfels, Tex., not far from San Antonio, and with various Texas League clubs, especially Tulsa. The working agreement between the Browns and Toledo is being held up by Commissioner Landis.

DICK FARRINGTON. Managing Asheville Tourists to Be No Joy Ride for West ASHEVILLE, N. C.—Fan interest showed a slight rise in temperature here upon the arrival of Bobby Rice, business manager of the Asheville Tourists, who immediately went to work putting the Tourist house in order for the 1940 season. Rice said he had not had any correspondence with Tommy West, newly appointed pilot of the club, but that he had to get in touch with the Pritchard-Ala. resident soon and go over a number of pre-season plans. West, who was named manager of the club soon after Hal Anderson was given his release, so he could sign the new Orleans Pelicans, will face a tough proposition when the Piedmont grind gets going. Gone from the pennant-winning roster of 1939 are the names of Tommy Pritchard and it'll be up to Tommy West to get the club back to the top. Pritchard is expected to be the No. 1 pitcher. While here recently, Branch Rickey, general manager of the St. Louis Cardinals' farm club system, intimated that Asheville would have another "winner" provided, of course, the club could get a 1940 Tourist to come up to expectations. Newcomers to the lineup will include one outfielder to team with Harry Fletchier and Mill Boeck, a third sacker, and a first baseman, to complete the infield, and pitchers to take the places of Tom Myers as Hank Gornicki, Moose Fritchick, Jim Mooney and George Munger. PAUL JONES.



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Hagan, Traveling Secretary, Fixture With Phillies Since '03

Jimmy Started as Office Boy for Quaker Club; Has Lots of Stories and Can Tell 'Em in Entertaining Manner

EDITOR'S NOTE—This is the fourth of a series of stories about the traveling secretaries of major league clubs. Another article will appear in an early issue.

By JAMES C. ISAMINGER Of the Philadelphia Inquirer.

HERE should be a plaque for Jimmy Hagan in the Hall of Fame at Cooperstown, N. Y. Think of a man who has been with the Phillies continuously since 1903. And he still lives!

But get us right, Jimmy is no quaking octogenarian, even though he is the oldest man in the National League in point of service. He was an office boy when he signed his first Philly contract. James Potter was club president and Bill Shetsline was the office staff. Today, Hagan is 53 years old and looks 40.

Jimmy has been a good rider since he joined the Phillies and he cannot count the Philly club presidents shot from under him—they've been so numerous. In his career, he has seen the Phillies run the gamut of the percentage chart. He saw them win their only pennant in 1915—and did he ever see them finish last? Aye, aye, sir; many's the time.

As Hagan sits in the library of his country estate and rings for Jeeves, his man to bring him another Scotch-and-Schuykill, his mind often turns back to far-off years and battles long ago. He has seen such players as Charley Doolin, Alexander, Bill Killian, Fred Luderus, Pravat, Mike Doonan, Grover Cleveland Alexander, Bill Killian, Fred Luderus, Pat Moran and many others come and go. He was an eye-witness of Marge's quick K. O. over Empire Finerman, Jimmy well remembers the black vest, black coat, black derby and black iron watch chain that John Titus wore on the hottest day in August. He also recalls that Titus would never cash an April pay check until September, thus clogging the bookkeeping books.

Hagan can tell a story with the dead pan of Willie Collier, and tell it just as well, for he once was an amateur actor. Once in a Pullman, he told us 300 miles of stories and we wished the distance was greater. Hagan is the proud father of three daughters and a son. One is named Phyllis, in honor of the Phils. The story is told that a short time before Hagan expected to become a father, William F. Baker, then president of the club, called him into the office, and said: "Jimmy, if it is a boy call it Phit, if a girl, Phyllis."

Room for A's Hitters

Connie Mack's Philadelphia Athletic hitters will get plenty of long-distance batting practice when they move into La Palma Stadium, Anaheim, Cal., for their spring training drills, February 15.

Constructed last year at a cost of \$165,000, the park compares favorably with numerous major league ball yards, measuring 440 feet from home plate to center field, 354 feet to right and 376 feet to left. The stadium is built of concrete, complete with all facilities and is located in the center of a 20-acre park, redundant with towering redwoods, palm trees and plants. The field is currently being used by the Anaheim Athletics of the Southern California Winter League. Connie Mack is sponsoring that team.

Jimmy Hagan Goes Far in One Spot



Jimmy Hagan

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Clarksdale Likely to Renew Agreement With Little Rock

CLARKSDALE, Miss.—President M. G. (Jimmy) McCain of the Clarksdale club has announced that he has high hopes of renewing a working agreement with the Little Rock Travelers in the Southern Association.

The local proxy reports that in the event an agreement is reached with Little Rock, L. L. (Cowboy) Jones, last year's skipper, again will manage the Little Red Sox here. Sale of Leslie Dunkle, left-hand pitcher, to Scranton recently, leaves the local club with only Stanley Pintarel, shortstop; Russ Fisher, catcher; Thurman Tucker, outfielder; Jack Grantham, outfielder; Otis Brannon, second baseman; Slim Cassibry, pitcher, and L. L. (Cowboy) Jones, outfielder and manager. CHARLES M. HILLS.

SAVANNAH SHINING UP FOR HIGHER FINISH IN '40

Veterans on Infield Expected to Tighten Loose Defense of Last Year; Atlanta to Send Any Other Help Needed

SAVANNAH, Ga.—At a possible sacrifice in power, Savannah's Indians, who suffered from spotty infielding last year, should be stronger next season, with three veterans manning positions in the inner defense. Jerry Freeman, veteran third baseman who has been on the voluntarily retired list, may be reinstated and report here in the spring in an effort to beat the other shortstop candidates.

Both Valle and Cox have played second base, as well as short. This, thinks Manager Chick Autry, will make it easy to juggle things around in case the original combination doesn't click. Two veterans are available for the outfield. Eddie Rose, who wound up close to the league batting title by hitting .353, is a standout. The Indians got Eddie from Atlanta last season and he clicked with the fans, players and scribes from the start. Harry Hughes, who went to town during a rally that all but carried the pennant last season, was acquired from the Southeastern League and will be back.

Three Recruits to Be Bidding. Waycross has an outfielder who seems ripe for faster company as one of Savannah's outfield musketeers. He is Charley Farrar, a non-class man from the Georgia Florida loop. Deane Evans from the same league and Jack Barnes will be other candidates. The standout in the catching corps is husky Farmer Herb Crompton, who did most of the backstopping for the Tribe last season. One of the youngsters who will try to hold out in Free Walker territory is the Kitty League, C. C. Moberly, a semi-pro from Vivian, La., recommended by a couple of competent authorities, also will get a chance in spring training.

Savannah is looking to Atlanta for help Crackerjacks will wait until spring training to decide which men will be turned over to the Indians. Autry expects to get five hurlers out of a group composed of Charley Burgess, sensational pitcher of 1939, who was claimed by Atlanta under terms of a working agreement with Orioles; Robinson, Jack Embler, Jim Mertz, Pete Petrosky, Elmer Nowak, Charley Atwater, George Lee, Bill Strickland, Jim Gravin and Art Patchin. Clement, Strickland and Gravin also has successfully gone along on his own, is currently combing the Pacific Coast region in search of a pilot to succeed Ralph Brandon, who retired at the end of the 1939 season.

Possible expansion of the Class D circuit to eight clubs from its present membership of six has been the subject of much talk, but there has been no great effort in this direction as yet. Canary fans favor Austin and Mankato, Minn., for franchises, if there are to be any additions. It is also rumored that Beatrice, Neb., may return to the league, replacing Lincoln, where Pug Griffin has had more than his share of difficulties. Mitchell, S. D.; Worthington, Minn.; Sioux City, Ia.; Norfolk, Neb., and Sioux Falls are all definitely set. KEN GUENTHER.

Stucker in West to Hunt Pilot for His Sioux Falls Canaries

SIoux FALLS, S. D.—Who is going to manage this city's Western League Canaries this year? Fans here are asking that question as they look ahead to a new season, but they have yet to gain a suggestion of an answer from Owner Rex Stucker. That is because Stucker doesn't know.

The Canary boss, who long ago slumped the many ramifications of farm systems and has successfully gone along on his own, is currently combing the Pacific Coast region in search of a pilot to succeed Ralph Brandon, who retired at the end of the 1939 season. Possible expansion of the Class D circuit to eight clubs from its present membership of six has been the subject of much talk, but there has been no great effort in this direction as yet. Canary fans favor Austin and Mankato, Minn., for franchises, if there are to be any additions. It is also rumored that Beatrice, Neb., may return to the league, replacing Lincoln, where Pug Griffin has had more than his share of difficulties. Mitchell, S. D.; Worthington, Minn.; Sioux City, Ia.; Norfolk, Neb., and Sioux Falls are all definitely set. KEN GUENTHER.

TRIBE RECEIVES BIDS ON STAR RECEIVERS

SLAPNICKA REPORTS SEVERAL CLUBS WANT HEMSLEY AND PYTLAK

Indian Chief Willing to Part With One, but Will Insist on Getting Top-Notch Moundsman in Return

CLEVELAND, O.—The odds still are heavily against the proposition that the Cleveland Indians will complete a major trade during next month's meetings in Cincinnati, but Vice-President C. C. Slapnicka has permitted some slight inkling of the Red-skin frame of mind to penetrate the public prints. In the most significant statement yet issued by an Indian official in connection with trade prospects, Slapnicka admitted early this week that he has received several offers for both his top-rank catchers, Rollie Hemsley and Frankie Pytlak.

He also stated that he would consider trading one of them—but on one tough condition. In exchange, he would accept nothing but a pitcher, and a good one. Slapnicka rates Hemsley and Pytlak just about on a par, and tied for second place among the American League's receivers, right behind Bill Dickey. He isn't anxious to give up either of them, but the importance of additional pitching strength would swing him toward a deal, if an attractive one were offered.

But Slapnicka himself is first to admit that the possibility of such a transaction is most remote—largely because the clubs which need catchers also are the clubs which need pitchers, even worse than the Indians need them.

The Indians' front office chief knows that the Boston Red Sox, for example, would be happy to deal for one of his catchers, but the Sox obviously are in no position to give up a talented pitcher. Besides, Slapnicka probably would demand a better fangler for the Sox than he would, for example, for the Washington Senators, for he would realize that in sending a catcher to Boston he would be strengthening directly a first division rival, and he would want to be absolutely certain that the Indians were equally strengthened at the same time.

Besides Boston and Washington, Chicago is believed to be the club likeliest to be interested in one of the Cleveland catchers. Jimmy Dykes, it will be remembered, offered Johnny Whitehead for Hemsley at the meeting last winter. But it is difficult to see from this distance what pitcher the White Sox might feel able to spare. In the case of Washington, the Indians would be willing to gamble on either Joe Kruskas or Ken Chase, but one has to wonder if the Sox would be willing to part with either young southpaw for Pytlak or Hemsley.

A Good Trick—If You Can Do It. Common sense suggests that no club, no matter how great its need for protection behind the plate, will give up a really valuable pitcher to solve the problem, and on this basis, Slapnicka agrees it is most improbable that a deal will be forthcoming. The Indians themselves got along for years without what they considered top-notch catching, but never in their efforts to land a ranking receiver would they have parted with one of their better pitchers.

If the Indians did trade away either Hemsley or Pytlak, the move, in one sense, would be a relief to Manager Oscar Vitt, who had some unhappy moments last spring because each of his maskmen believed that he was good enough to rate day-after-day service. Pytlak's impression of finger injuries kept this situation from becoming embarrassing, just as Hemsley's wounds had done the previous campaign.

On the other hand, the club would have to consider, before trading either man, just what it would do if the other were hurt, for except for the aging Luke Sewell, the Indians have no one who can be regarded as adequate protection in case of injury. It is believed here that if either Pytlak or Hemsley should be traded, Sewell could settle down in a secure spot on the active list. Old Luke is an asset to any pitching staff and, if he's somewhat slower than George Washington Case, he at least retains enough of the old mechanical skill to justify retention as a utility receiver.

The more studious of this town's stove-leaguers were interested in last week's publication of *The Sporting News* of the Southern Association averages. The Indians late last summer announced the purchase of Pitcher Don Pulford, outfielder Clarence (Soup) Campbell and infielder Stanley Rogers from the Pelicans.

Pulford's record of six victories and 12 defeats hardly suggests that he'll crowd Bob Feller for leadership of the Tribal hill staff. Roger Peckinpaugh, the Cleveland resident who manages the Pels, says that Pulford should be a consistent winner if he can master control of a very good curve.

Campbell is considered a fine prospect, but since he is a lefthanded batter, it is pretty obvious that the Indians are counting on him for future rather than for immediate service. With Jeff Heath, Roy Weatherly and Bruce Campbell—all offside swingers—making up three-fourths of the current outfield corps, it is unlikely that the Tribe would consider carrying another lefthanded-hitting gardener.

Rogers, who had a trial with the Dodgers a few years ago, will be inspected carefully by his new owners, but with the Indian infield situation as it now stands, it is difficult to see where the boy might break into action. ED McAULEY.

A NEW KING TO CROWN—OLD DRUMS COME TO TOWN!



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Sure, Charlie Keller's Good, but-- 'You Ought to See His Brother'

Hugh, Senior at Maryland University, Also Slugging Outfielder; Sought by Yankees and Nats



By WARREN BORNSCHEUER. Now a senior at the University of Maryland and a star ball player for that school, Hugh Keller is following closely in the footsteps of his illustrious older brother, Charlie Keller, of the New York Yankees. Charlie recently was presented with a gold cup from the student body for his feats on the diamond and it is said that Hugh, now 21 years old, is likely to duplicate the Yankee outfielder's rise in the game. The brothers are shown above, Charlie on the left.

FREDERICK, Md.—"You ought to see his brother." Whenever Charlie Keller's name is mentioned out around those parts, that's the answer which is promptly fired back. Not that they don't appreciate the Yankee outfielder's ability, but fans, sports writers and scouts alike don't hesitate to express the opinion that young Hugh Keller, a senior at the University of Maryland, is as good as, if not better, than his much-famed brother.

Hugh has followed practically the same path as Charlie. Born in Middletown, Md., he attended the local high school and then went to College Park for their sheepskins. Charlie bats lefthanded, has a smooth, even swing and sends out hot liners. Hugh stands up there like a righthanded Goose Goslin and takes his whang at the ball as if he means it. Hugh gets more left into his drives than Charlie does, and many of the younger Keller's knucks would nestle into the upper latticework of the average big league park.

Hugh was out of Maryland's opening encounter last spring, but participated in every game thereafter, making two or more hits in each contest to bat far over the 400 mark.

A Washington scribe and a staunch backer of Hugh, wrote this about the younger member of the Keller clan: "We believe Hugh Keller will attain his full powers of maturity a couple of years hence, and when he does, there'll be little to choose between the two—Charlie and Hugh."

"Sorting out a few elegant swingers like James Emory Foxx, Hank Greenberg, Joe DiMaggio and such, we never have beheld a prettier figure of a ball-wielder in the big leagues. Standing from afar, you sense a telepathic grunt as he lunges into the ball with all his might. His club seems to bend like a wand at the point of impact and his left, wrist, arms, legs and body seem to be running a dead heat to meet the smack."

Both Sturdily Built, Strong of Arm. Leaning somewhat to the farmerish side, like his brother, Hugh is one inch short of matching Charlie's 5-10 frame, but possesses the same sleek, trim 185 pounds of muscle. Both are bull-throated and strong of arm.

There is no doubt that Hugh is his brother's fielding equal. He roams the outer pastures as if he were in his own back yard, and is a ball hawk of the first class. While the Yankees are endeavoring to make a pull hitter of Charlie, Hugh already is the type of pull hitter who likes to drive the horsehide past third base—or over the left field barrier.

Bill Hauber, the sage of Myersville, who started Charlie on his way at Middletown High School, is just as enthusiastic over the prospects of the Yankee outfielder's younger brother, Hugh, as he was over Charlie. "Hugh can't miss reaching the big leagues," Bill says. "He can hit and field, has a strong throwing arm and, better still, a more happy-go-lucky disposition than Charlie."

Although Hugh will not finish his college career until next June, the major league ivory hunters are already on his trail. However, he doesn't intend signing anything until he's convinced it's to his best advantage. Reports indicate that he is in agreement with the New York Yankees, but he swears he isn't. Clark Griffith, it is rumored, has offered a \$5,000 bonus, but with no results.

Griffith and the Yanks are waging a merry battle for promising young players from the Maryland University campus, with the Bombers one-up on the Old Fox thus far.

New York first grabbed Charlie Keller three years ago. Last June, they landed Shortstop Eddie Johnson, son of Wal-

ter Johnson, who went to Easton, Md., of the Eastern Shore League. Foxy Clark Griffith signed his nephew, Sherry Robertson, who was sent to Orlando of the Florida State League.

Now they are trying for the services of Hugh Keller, but it might be wise for interested parties to keep an open eye on Carl McQuillen, brother of Glenn McQuillen, Brownie outfielder. Now a sophomore, he's a fancy-fielding, hard-hitting shortstop.

Keller Honored by 100 Fans at Kinston, His "Alma Mater" KINSTON, N. C.—More than 100 fans honored Charlie Keller, New York Yankee freshman who starred in the 1939 World Series, at a banquet here, November 8. Keller stopped en route to Camp Bryan, near the coast, for a week of deer hunting. A turkey dinner was served.

Keller played semi-pro ball for Kinston's Eagles in 1935-1936. In his first year here, he hit a .348 clip and finished second to Chubby Dean, who played with Greenville that season and led with an average of .378. In 1936, Keller led with an average of .468.

GABBY TOLD TO QUIT LONE-WOLFING CUBS

WRIGLEY, REAPPOINTING MANAGER, ASKS 'CLOSE CO-OPERATION'

Owner Asserts Hartnett 'Is Willing to Go Along on My Basis; Chisox to Take Fewer Rookies to Camp

CHICAGO, Ill.—Owner-President P. K. Wrigley definitely has made it known that Gabby Hartnett will start next season as manager of the Cubs. The announcement was a mere formality, for several days earlier, it had been made known that Gabby had been authorized to name a successor to Roy Johnson, five years a Cub coach and now manager-elect of the Tulsa Texas League club.

Since it is not customary for managers about to be fired to hire successors for their successors, Wrigley's actual statement that Hartnett will get a chance to do some more Cub managing, was no more revealing than the earlier statement, discussed in these columns last week.

In the absence of surprise elements, however, the Cub press supplied some interesting observations. He said, for instance, that if Gabby is to continue indefinitely, he will have to quit being a lone wolf. In amplifying this statement, the big boss reviewed some of the grievances frequently aired after the city series when it seemed certain Gabby was doomed to get the grand boozie. Wrigley concluded with: "He's willing to go along now on my basis. I am willing to wait long enough to determine if close co-operation can get results."

The Wrigley announcement averted the supposed end of Hartnett's lone-wolfing and his consequent further tenancy as manager, slowed up the deluge of fan letters relative to whether Gabby should or should not be retained. But the mail did not stop going to the Cub offices. In fact, the mailman and telegraph messengers are reported to have been falling over each other delivering applications for Johnson's coaching portfolio. The applicants are set apart in several groups.

Still Plenty of Unemployment. To date, according to a Cub official, there are six men being seriously considered for the one job. There are scores of applicants who have had baseball experience, each revealing that he is just the man for the place. In addition to the list of the free agents, there has been a generous blizzard of applications from gents who are out of work, fellows who never have had any connection with baseball, but who are confident that coaching should be one of the softest touches in the universe.

It is believed the Cubs are making no special effort to go back to the days of the free agents, but there has been one of Johnson's greatest assets, and a talent which got him his Tulsa job, there has been a change of attitude about taking players from lower than Class A to spring training with the Cubs.

There is a big movement for youth on the Cubs, all right. But "B" and "C" players, and quite a few from "A" leagues, will have to win their spurs in the minors before they can hope to visit Catalina's shores with the Cubs.

This is a real departure from past Cub policy. Spring after spring, there has been a sizable detachment of rookies from the lowest classifications, with a few boys right off the campus mixed in. While this gave a lot of pleasant young men delightful spring outings, it never resulted in any miracle pickups. In fact, the result usually was that youngsters lost valuable time and instruction they might have been receiving in minor league camps.

It has been rumored that the White Sox also will concentrate on players from high classifications with a view to a more concentrated training period at Pasadena. Nevertheless, Manager Jimmy Dykes, who was in Chicago the other day, en route from a vacation in California to his home in Philadelphia, opined that ere the winter meetings are over next month, he will have on his list about 45 or 50 who will be thinking they would like the March climate in Pasadena.

Sox Minor Family Growing. The Sox aren't going to ship in nearly that many to the Far West, but the fact many of the lads probably won't ever shove their feet under a table in the Green Hotel in Pasadena, doesn't mean they'll be sunk without trace.

The Sox minor league affiliations are growing more extensive and Dykes will place many lads without going through the expense and futility of carrying them to California as heretofore.

It is reported work still is going on relative to the booking of the spring exhibition games. The calendar usually is complete long before this date and ready for release shortly after the close of the football season. Because there will be four major league teams training in Southern California next spring, it had been supposed that booking exhibitions would be easier to arrange than usual.

So far as is known, the Cubs still have no intention to take any part in any exhibitions in the Hollywood park, but otherwise there should be no complications.

The foursome training in California is not likely to result in the freezing out of the Browns. For several years the Cubs and Sox have traveled together as far as El Paso, where the Cubs outdid the Browns, while the Pirates and White Sox continued the trek eastward and northward after the Sox parted company with the Cubs.

Norfolk, Neb.—Norfolk fans cheered the announcement made November 10 that E. S. (Doc) Bennett, manager the past three years, had been rehired for the 1940 campaign in the Western League. Followers of the team are confident that as long as Doc has the managerial reins in his hands, Norfolk will have a winning team. In the seven years Bennett managed clubs in this loop, formerly known as the Nebraska State League, he produced five pennant winners, two at Norfolk and three at McCook.

The directors voted to drop the nickname of Elks or Elkorns and henceforth call the club the Norfolk Yankees. Norfolk is a farm of the New York Americans.

All officers have been re-elected for the 1940 season, namely, F. L. Abel, president; Mike DeLay, vice-president; and Howard Jones, secretary-treasurer. New directors are: Clarence Kuhn, J. Ralph Watney and Art Jochum. Carl Munson, Virgil Long and F. C. Blakeman were re-elected to the directorate. NELSON BARTH.

Major league scouts will sign those showing promise. Beautiful playing fields—good board and room at approximately \$7 a week. See nearest Greyhound bus station for economical transportation.

TUITION \$50 -- If Paid by January 1 - \$40

For Further Information, Write SECRETARY CHAMBER OF COMMERCE, PALATKA, FLA.

NOTE: MCGOWAN-ORMSBY Empire School Will be Held at Same Time and Place as All-American School.

Goff Seeking New Sponsor for Tyler, Also a New Team

TYLER, TEX.—Manager Bobby Goff, with only three players left from his 1939 edition of the Tyler Trojans, will go to the Cincinnati meeting of the minor league owners next month with his eye leagued for a new major league agreement, possibly with the Yankees.

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Goff, who is a part owner of the East Texas League club here, severed connections with the Cleveland farm system—Wilkes-Barre—before the close of the past season and the only players carried over on the roster are Pitchers Wayne Demster and Richard Nash and Second Baseman Freddie Knoll. Pitcher Jim Bratcher was purchased from Birmingham in the Southern Association some time ago.

The Tyler club will be forced to make extensive park improvements, as well as team improvements for next season, although the city is building a fine new stadium at the East Texas Fair Grounds. The new native rock stadium, however, probably won't be ready until next fall.

Skipper Goff has promised the fans a winner next year and enthusiasm, which hit a high for the season near the close of the 1939 season, has remained at a higher pitch than usual for the winter months here.

ED PITTE.

ED BURNS.

JAKE STROTHER.

On Receiving End Year Ago, Seattle Must Now Shell Out

SEATTLE, Wash.—The sales department of Emil Sick & Company, which was very active in the winter buying of the Freddie Hutchinson deal, will be regarded as having background at the coming winter sessions with the purchasing department receiving the bulk of attention.

Four "musts" are on Jack Lelivelt's list of requirements before the club is ready to take the trail in pursuit of its second straight pennant. An experienced shortstop to replace Alan Strange, drafted by the Browns, is the No. 1 item, with a hard-hitting second sacker, a righthanded outfielder who can swat for distance, and a winning pitcher likewise needed.

Through the sending of Hutchinson to Detroit, Seattle was able to plug two important gaps at first base and in the outfield last year. Emil Sick's crisp greenbacks will have to do the job this year.

Lelivelt's announcement that Outfielder Mike Hunt had played his last season with Seattle was received by local fans with no great surprise, although the absence of the slugger with the bulging jaw of a pug, the sloppy trousers, will be like losing a city landmark.

Hunt started his career here like an Alger hero. Released by San Francisco in 1934, Mike caught on with Seattle and immediately became the idol of the bleacherites. Aided and abetted by the 290-foot left field wall at the Civic Field, Hunt, a righthanded pull hitter, became Seattle's home run king. In six seasons he slammed 149 round trippers, his peak year being 1937, when he hit 39. He finished well over 300 each year until 1938, when he dropped to the .290 circle, and as a part time performer the past season, he fell to .260.

LOUIS KARNOSKY.

ED PITTE.

ED BURNS.

JAKE STROTHER.

On Receiving End Year Ago, Seattle Must Now Shell Out

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Norfolk, Neb., Keeps Bennett; Club Name Changed to Yanks

NORFOLK, Neb.—Norfolk fans cheered the announcement made November 10 that E. S. (Doc) Bennett, manager the past three years, had been rehired for the 1940 campaign in the Western League. Followers of the team are confident that as long as Doc has the managerial reins in his hands, Norfolk will have a winning team. In the seven years Bennett managed clubs in this loop, formerly known as the Nebraska State League, he produced five pennant winners, two at Norfolk and three at McCook.

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The Sporting News

THE NATIONAL BASEBALL WEEKLY DEVOTED EXCLUSIVELY TO ORGANIZED BASEBALL

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SPRING NOTE—The players are busy in the South and the clubs' front offices are busy preparing for advertising signs and painting of their parks.

ONE BENEFIT RETAINED—WAY TO ANOTHER OPENED

THROUGHOUT the 20 years the majors and minors have been operating under the regime of Commissioner K. M. Landis, there has been frequent disagreement with his decisions—violent disagreement, at times—and considerable gossip has been heard about the possibility of breaking away from his jurisdiction, modifying his powers and making test cases of some of his rulings.

If there had been any united opposition, the opportunity to assert itself was given last week at the joint meeting of the majors' and minors' committees, delegated to write a new Major-Minor Agreement.

However, it was apparent that regardless of what some may think, the majority believe the commissioner has ruled for the best interests of the game and also has kept within boundaries that help to establish the legality of the baseball structure itself.

The outcome was not so much a personal triumph for Landis as it was for the policies he has consistently advocated throughout the years.

Unquestionably, there is legislation now on the books that is out-moded. Nothing stands still and baseball cannot afford to do so.

ALTHOUGH the national draft is making inroads in the player ranks by inducing into the Army performers of outstanding ability, as well as mediocre athletes, there is a bigger and more serious drain coming from another direction.

RAMBLING ROUND THE CIRCUIT WITH PITCHER SNORTER CASEY BY DANIEL M. DANIEL

SAFETY HARBOR, Fla.—Dear Hank:—You wonder what I am doing in this place, no doubt. It is not on the spring training map, but this is the dot on the map where the Dodgers sleep.

The big sales talk around here is some kinda water which cures what ails you. Like if you have chills, which is common around Florida this spring, you take a glass of No. 5 water, and you get prickly.

However, this is a nice, quiet place, and what the doctor orders for the Dodgers are the excursions to Havana and Cuba Libre.

WELL, Hank, in St. Pete, I hear all kinds of stories that Durocher is not talking to the scribes, and the players, half of them ain't talking to Leo, and what with one thing and another, the Mungo episode, it is a red-hot camp.

The rumors is gross exaggerated. I see five scribes talking with Durocher, and at least five players ditto, and the Dodgers also has the best sunbathers in the state.

Hank, I am down here in Florida, on and off, since 1919, when I train with the Yankees at Jacksonville. But this is the worst spring it is in my pleasure not to enjoy here.

I hear around here that MacPhail wants to trade Babe Phelps, the big catcher, which is something of a mystery man.

The boys in the camp can't make out why Dixie Walker sits on the benches collecting splinters and barnacles and old man Waner gets the job.

So I money around this part of Florida, and here is where I am reporting to you. Terry is sitting in the dugout, carrying his callouses and making fun with the writers, and one of the lads says to Bill, "Would you trade Danning to the Dodgers?"

Terry just gets a new load of Harry the horse, which he is using in the field, and he ain't exactly what you call a pony express even if Bill does offer a pony.

How ever, where am I? Yes, Terry sits in the dugout and he says, "Sure I trade Danning to the Dodgers, if they give me Reiser, Casey, and so forth, and so on, without limit."

This results in the loud report which I hear, which I am doing in No. 3 water at Safety Harbor, Fla. It is a good thing how some stories get started in baseball, Hank.

AM visiting in the clubhouse of them Yankees the other day and a kid brings a big package and hands it to Doc Painter.

Well, Painter takes out the pills and for easy players to chew down three of these pills every morning. Who will be the first?

"Listen, Painter, my arm is only a hollow shell of what it is when I am good," says Gomez.

"I am getting on in years on account of it, and I am a happy pappy. I never take a pill of any kind in my whole life, and if any guy tells me I have to take chemicals and drugs so as I can catch a ball, I say, Nerds."

Bill Dickey looks at the pills and walks away. "Thinking about it," he says. "Walks away you gotta take pills so you don't have to take no pills. Whose looney now? No, thanks. I take my vitamins in the form of steak."

McCarthy a Trifle Burned Up FIND Joe McCarthy loaded with emotion, without taking no vitamins.

It seems the guy which writes the piece says Joe is slipping. He wins four straight world championships. He finishes third, two games behind the Tigers, in 1940.

But the piece in the paper says, McCarthy is going down the skids. He ain't interested no more, because like Diogenes, he ain't got no more worlds to conquer.

I says to Joe, "Well, it looks like this bird is wise to you. Better get out there and run ten times around the park."

Three and One Looking them over with J. Taylor Spink

Scouting Along the Scouting Trail With Krichell NEW YORK, N. Y.—At the head of the scouting system of the New York Yankees, in the West 42nd street offices in Manhattan, working under Ed Barrow and George Weiss, is Paul Krichell, one-time American League catcher and coach.

Barrow and Weiss pride themselves on having the most able and most thorough scouting staff in baseball. The Tigers dispute this. But New York's standing in the last five years gives support to the Barrow side of the argument.

What makes the good scout? What qualities must be looked for in picking the hunter of ivory?

We put these questions to Krichell and he replied, "It is difficult to outline a set of requirements for a scouting staff. You have to pick your man by instinct. Remember that no athlete is greater than his heart; no runner faster than his legs; no shooter better than his eye; and that the great ball player must be judged by all these requirements, and the good scout must appreciate them."

"I would say that no ball club is stronger than its scouting staff. The strength of your scouts depends not alone on their personal ability, but on the almost finished state. Beyond the limitations placed on them by their superior. Suppose I make an offer of \$10,000 for a player, and this is the limit set by the front office. I discover I must go to \$12,000, and quick action is needed. I feel the player is worth my \$12,000. I lift the offer on my own initiative. Of course, you should do things at once, having the confidence and the support of your ball club in an emergency helps to make the scout successful. That is self-evident."

"Your major league scout should be a man who once played in the big leagues. He must know from experience what big league ball demands and entails."

"Your scout must know a ball player in the making. He must sense a lad's ability to develop. There are hundreds of old players who know a player when they see him in the almost finished state. But the good scout must be able to vision a boy as he will be five years later. Easy? Just a breeze! Try it for a couple of years!"

"Your good scout must have good judgment not alone on talent, but in business, in relations with young men, and with older ones, too. He must have tact. Yes, you might say, a little cunning, too. Often you have to act fast and outwit the other scouts. It is a game of tough competition."

"Your good scout must be a hustler. He has to become accustomed to quick jumps, discomforts, bad food, bad trains, terrible hotels, getting up at 5 in the morning."

"Your good scout must be honest, have initiative; he must show enterprise. "And your good scout must be a 100 per cent organization man. He must feel that all the players gathered by all the scouts go to the credit of the entire scouting staff. This feeling comes from morale. It has to be built by the head of the ball club, who does not play one scout against another, one find against another."

A Double-Play on Priddy and Rizzuto KRICHELL sat back and smiled. "Your first-class scout must have what we call guts. Some call it gameness, some sand. I call it guts."

"For example, you find a player like the Combs. The Louisville club set a price of \$50,000 on him. The scout who followed him around saw that Combs did not have a first-class arm. But Earle had so many other good qualities, it took guts for the scout to say, 'Okay, pay fifty grand for this man.' It took guts to spend a fortune for a player whose weakness of arm had been written up in the papers, and whose weakness of arm was noted by New York experts just as soon as Earle showed up on the field at New Orleans, where we trained, in 1924. Combs proved a \$200,000 ball player for this club."

"You know, to be a successful scout you have to be not only a spotter of actual baseball talent, but a psychologist as well. You have to be able to look into a young man's brain. You have to be able to look into a young man's heart. You have to study his disposition. You have to study yourself, as well, and be able to get over your own mistakes."

"There is no doubt that we do not go into a player's background sufficiently. But great players are so scarce, competition for talent is so keen that you cannot afford to be as finicky as you would like to be. Listen, again, you spot a player whom you know to be difficult—a screwy, a nutcase guy. But you say, 'This Waddell was no ordinary man, and Tony Cobb was not the sweetest bird who ever played ball.'"

Krichell paused and we asked, "Who found these new boys, Phil Rizzuto and Jerry Priddy?"

"Priddy was spotted by Essick, who had his eye on the boy when he still was in high school," Paul replied. "Gordon also was found by Vinegar Bill. Priddy will turn out just as great a second sacker as Gordon."

"The question about Rizzuto was pressed. 'Well, I found Rizzuto. He had played at Richmond Hill High School in Floral Park, in the Queens County Alliance. I had four letters recommending the boy.'"

"In 1936, I introduced Messrs. Barrow and Weiss to let me run a school at Yankee Stadium. It was in July and we got 50 kids together for a few days. Rizzuto was one of them. It did not take long to spot the lad because he was so small, and so peppery. I asked him if he wanted to play ball, and in 1937, sent him to Bassetts in the Bi-State League, Class D, Norfolk, 1938; Kansas City, 1939; Yankees, 1941. Quick, what?"

"I mentioned four letters which led to my getting Rizzuto. Our organization receives something like 2,000 letters each year. Most of them are from people we do not know. Some are from old players whom we don't know, some from men with whom we used to play. We answer every letter; if at all possible, we follow up every lead, no matter where the boy is. Out of the 2,000 leads we might get 20 kids for Class D and C clubs. That is a fair percentage."

"That's where the chain store system comes in. Years ago we would have been forced to neglect virtually all of these boys because we had no place to put them. But with a big chain, you need a lot of places. That makes the job of the scout more exacting, for he has to see the boy as he will be after five years in the minors. It's like getting a picture of the gal you want to marry as she will be when she is as old as her mother. If you still like the girl—well, that's how it is in scouting."

Persaud Keller's Kin, Then He Chased Charlie WE ASKED about Charlie Keller, who located him? "Well, Keller was what you might call an office product. We knew about him at the University of Maryland."

"I grabbed a train for Baltimore and first dropped in at the University of Maryland, College Park. There I saw Mr. Shipley, the baseball coach. I wanted him on my side. I had quite a talk with Ship, and he said he wanted to see Keller go to the New York club. With that assurance, I hit the road for the Keller farm."

"I said the Yankees to the father. I sold the Yankees to the mother. I then distanced there was a cousin who was a lawyer. He had to be talked to also. By that time I was a little short of words, dry in the throat, wondering what foreign country to visit if I blew the ball player."