

Magic Carpet Carries Twins' Saga to 4 States

Getting Ready for Fancy Flight

Into Upper Midwest



HERB HEFT, publicity director of the new Minnesota Twins (right), received a first-hand explanation of the purpose of all the buttons and gadgets in the cockpit of the Minneapolis Star and Tribune plane from Co-Pilot Wayne Hinderaker when he took a four-day drumbeating tour of the Upper Midwest.



HEFT, A NATIVE of Washington, D. C., received a heartening introduction to the new major league territory when he visited cities such as Rochester, Minn., Fargo, N. D., Duluth, Minn. and Superior, Wis. Here Heft checks a map for his next port of call.

Fans in Six Northern Cities Welcome Good-Will Flights

Publicist Herb Heft Travels 1,312 Miles in Four Days; Sees Upper Midwest as Ready, Eager for Big-Time Ball

By JOE COPPAGE

MINNEAPOLIS-ST. PAUL, Minn.

In a lightning, precedent-setting stroke, the Minneapolis Twins launched their first season ticket selling campaign with a four-day, good-will barnstorming mission which left no doubt that the air age is here to stay.

Having arrived by plane in Minneapolis-St. Paul on the evening of January 2 after a holiday in Washington, Public Relations Director Herb Heft of the Twins set out by private plane the next morning on four days of traveling which took him into six cities in four states. He covered 1,312 miles, spoke before two Chambers of Commerce, one Kiwanis Club and four regional newspaper circulation groups, made seven television appearances and taped four radio programs. This most unusual trip took him to Rochester, Minn., home of the famed Mayo Clinic, to Sioux Falls, S. D., Fargo, N. D., Moorhead, Minn., Duluth, Minn., and Superior, Wis.

Heft's magic carpet was a 1960 Grumman twin-engine jet-prop, piloted by former Marine flying aces Norman Mitchell, senior officer, and Wayne Hinderaker, co-pilot. The plane, which seats 12, plus the crew in a red-carpet, living-room-like setting, is the property of the Minneapolis Star and Tribune. The pilots also work for the Cowles publications, which invited Heft along on an already-planned junket to their circulation outlets in the Upper Midwest.

"Real Big League Territory"

"This was my introduction to the Upper Midwest," said Heft, a transplant of the Washington Senators, "and it left no doubts that this is real big league territory. I traveled first class all the way and the people I traveled with and those who greeted me were first class all the way."

"I had valuable first-hand gab-fests with the man-in-the-street and got the feel of thinking out here. I saw all kinds of interesting geography, the marsh and lake lands of northern Minnesota, the flat lands of eastern North Dakota, the hills of Duluth and Superior . . . it was all very interesting." A log of Heft's trip:

"Tuesday, January 3, left Minneapolis-St. Paul by plane at 11:40 a. m., arrived in Rochester, cruising at

Team Work Helps to Carry Twin Tale to Fans in North

MINNEAPOLIS - ST. PAUL, Minn.—Herb Heft, the Boswell of the Twins, had plenty of assistance in preparing his successful junket into the Upper Midwest to carry the story of major league ball to that area.

Among those who assisted were Norm McGrew of the Minneapolis Chamber of Commerce; M. E. Fisher, Laurie Cavanaugh, Otto Schack, Bill Tupper, Bill Jardine, Bob Olson and Reid Burns of the Star Tribune circulation and promotion departments; Sports Editor Charley Johnson, Sports Writer Ted Peterson, Executive News Editor Bower Hawthorne and Women's Editor Barbara Flanagan.

350 mph, at noon. Spoke to the Chamber of Commerce sports committee of 50 at the Michael Restaurant at lunch and to the Star-Tribune circulation dinner group at 6:30 p. m., with radio, TV and newspaper interviews in between. Noted signs in restaurant near Mayo Clinic reading: "Please Don't Talk About Your Operation."

"Wednesday, January 4, left Twin Cities at 11:15 a. m., arriving in Sioux Falls at noon. Addressed Kiwanis

Easterner Herb Heft Finds Upper Midwest Is Civilized

MINNEAPOLIS - ST. PAUL, Minn.—Until he had a look at the Upper Midwest, Herb Heft, the Twins' public relations director, thought it was something of a No Man's Land.

"I came here with the impression that the Upper Midwest was a bleak, frozen, white expanse," said Heft, an easterner. "I came back to the Twin Cities, after my trip, warmed by the hospitality of the people."

luncheon gathering of 175 at the Carpenter Hotel and another Star-Tribune dinner group at 6:30 p. m. at the Kahler Hotel. In between were interviews by news media. Flew out of Sioux Falls at 8 p. m., arriving back in Twin Cities at 8:45 p. m.

Next Stop Fargo-Moorhead

"Thursday, January 5, left Twin Cities at 11:10 a. m., reached Fargo at noon. Visited with Sports Editor Gene Fitzgerald of the Fargo Forum, then President Tom Barnes and Sportscaster Bill Weaver of WDAY-TV and radio, crossing the Red River of the North, from Fargo to the Twin City of Moorhead. Noted remains of 12-inch snowstorm all over busy streets. Spoke to another Star-Tribune group at the F. & M. Hotel in Moorhead, where biggest baked potatoes I ever saw were served. They must have weighed two pounds each.

"Friday, January 6, left Twin Cities at 11:30 a. m. for Duluth, arrived there at noon. Spoke to Chamber of Commerce Sports Attractions Committee, spent rest of the afternoon at WDAL (Radio and TV) and WDSM (Radio and TV) in Duluth and Superior, with Sports Directors Marsh Nelson and Bob Junkert as hosts. Came to the Holland Hotel at 6:30 p. m. to address area's Star-Tribune circulation team."

Among Heft's conclusions: "Fans throughout the Upper Midwest appear ready and eager to embrace big league baseball."

"Vast distances, 200 to 400 miles, appear to be no serious obstacles in their path to Metropolitan Stadium. They've been traveling greater distances to Milwaukee."

Twins, A. A. Agree on Indemnity Price

Griffith to Shell Out Reported 550 Gees

By HALSEY HALL

DENVER, Colo.

Seventy-five days of proposing, rebuffing, threats and counter-threats came to a happy end, January 9, when President Calvin Griffith of the Minnesota Twins announced agreement with the American Association club owners over the question of how much in damages Griffith's transplanted Washington club should pay for moving into the St. Paul-Minneapolis territory.

Terms were not divulged, but it was believed that the Twins would fork over between \$550,000 and \$600,000. Griffith did say that sum was "more than either the Brooklyn or New York clubs paid for the Los Angeles or San Francisco territories of the Pacific Coast League in 1957." Each club reportedly paid \$450,000 to the Coast loop. It was back on October 26 that Griffith, with the nod from his American League partners, announced his intention of moving his Washington franchise to the Minnesota Twin Cities. A few days later, the American Association retorted that it would cost the Senators a cool \$1,600,000 to move into the area previously occupied by the Minneapolis Millers and the St. Paul Saints.

Griffith quietly settled with the Minneapolis and St. Paul clubs, then offered a reported \$50,000 to the rest of the league. He later upped this to \$70,000, then \$200,000 and finally \$225,000. The Association did not budge from its \$1,600,000 figure. It appeared that Commissioner Ford Frick's arbitration board might have to be convened for the first time to settle the issue.

Payments Will Be Made Over Four Years

The settlement calls for four annual payments of about \$135,000 to the Association.

At one point, Griffith attempted to settle on the basis of a guarantee plus additional payments to be based on attendance for four years.

This probably would have resulted in a slightly larger payoff to the Association, which preferred not to gamble, and asked for settlement on a flat figure.

Frank E. McKinney, chairman of the board of the community-owned Indianapolis club, made the only public statement disapproving of compromise. He insisted the figure was too low "in the light of the Pacific Coast indemnity of \$900,000 paid to six clubs."

Griffith and Association brass conducted running negotiations in such far-flung cities as Washington, New York, Boston, Louisville, St. Louis, Chicago, Minneapolis and Denver. The agreement was reached at 6 p. m., January 9, in an exchange of wires from President Jim Burris in Denver and Griffith in Minneapolis. The arbitration panel had been called to meet in New York the next morning. The meeting was canceled.

Charleston was not represented at the last three indemnity meetings. Dallas-Fort Worth was represented at Denver by proxy. Directors of the other clubs were present.



Calvin Griffith