

# Tight Dollar? It's News at Reds' Box Office

CINCINNATI, O. — The economy is down, money is tight and businessmen everywhere are moaning.

But, please don't mention that around the Reds' offices. The people in the ticket department at Riverfront Stadium have been so busy trying to keep up with their constantly ringing telephones that they haven't found out business is supposed to be bad.

The economy of the Reds, in fact, never has been healthier.

The reason for this influx of gold is the glory that was achieved on the field last year when Sparky Anderson's team made a runaway of the West Division race, swept Pittsburgh for the National League title and rocketed into the World Series.

Nothing stirs up the fans like a winner, of course, unless it is the prospect of even more success in the immediate future. And that is what has the baseball fans excited, even in the middle of the winter.

The Reds put together their winning season with a young ball club that should be in the thick of things for many seasons to come.

"We've already sold enough tickets to fill the stadium seven times," pointed out Dick Wagner, top aide to General Manager Bob Howsam.

## Season Ticket Record

"We've concentrated on season ticket sales to this point and we've already exceeded the best previous year in the club history. Our renewals from season ticket holders have been in excess of 99 percent."

The new stadium has been a factor in that, of course. Last year, when the Reds drew a club record 1,803,568 fans at home, they played nearly half the season in tiny Crosley Field.

"Our goal for 1971 is to sell 5,000 or more season tickets," Wagner went on. "And those are for all 76 playing dates, plus the pre-season exhibition game with Detroit. We're not talking about special plans for certain games."

"Last year, which was the best we ever had, we sold approximately 4,000 season tickets. We've already had a surprising amount of new business, even though we have been concentrating on renewals and just touched on new areas."

"We normally don't get into the single-game advance sales until March, but we've had hundreds of requests already and we'll be getting into that field this month."

## Ruhl New Red P. R. Chief, Succeeding Tom Seeberg

CINCINNATI, O. — Roger Ruhl, 26, has been named director of publicity for the Reds, succeeding Tom Seeberg. Ruhl now has the same position for the Cincinnati Royals of the National Basketball Association and won't join the Reds until March 1, near the end of the basketball season.

Ruhl, a native Cincinnati, also has served as athletic publicity director at West Virginia University. He attended Xavier University here and was captain of the golf team.

Seeberg, with the Reds for three years, is returning to the Dodgers as director of that team's group sales department. He had been with the Dodgers in publicity before coming to Cincinnati.

Seeberg's resignation was effective January 10. His assistant, Bob Rathgeber, will handle the duties until Ruhl joins the team.

"Our Christmas business, too," Wagner said, "was better than ever. We sold gift certificates up to four or five times the usual volume."

Last year's season ticket holders found a surprise in their Christmas stockings.

# Stats Shed Revealing Light on Twins

By BOB FOWLER

TWIN CITIES, Minn. — It was July 9 and the Twins were on another important trip to California. They just had won three straight in Oakland and this night in Anaheim they were playing the first of a four-game series against the Angels.

This, too, was the only night Harmon Killebrew was late in arriving at the stadium. He had attended his father-in-law's funeral in Idaho. He went to Los Angeles by jet, to Disneyland by helicopter and to the stadium by car, but didn't arrive in time to dress by game time.

Pitcher Jim Perry was listed as the left fielder, batting third. But Killebrew got his uniform on in time to pinch-hit in the first inning, then played first base, Bob Allison moving to left field.

In the seventh, with the Angels leading, 2-1, Rich Reese pinch-hit and singled to tie the score, then played first base. Killebrew moved to third and Rick Renick to left.

In the ninth, Leo Cardenas hit a two-run homer and in the bottom half of the inning, Herman Hill was sent to center field for defense, Cesar Tovar replacing Renick in left.

## Kept Scorers Busy

The significance of all this? Well, Manager Bill Rigney managed to use four left fielders in one nine-inning game, tying a major league record.

You see, a few days ago, the Twins' publicity department informed us that Rigney, despite his "Captain Hook" reputation, called for relief help only 269 times in 1970, or 33 fewer times than Billy Martin the previous year.

But, as you can see, Rigney managed to keep official scorers busy.

For example, the American League record for most left fielders in a game for both teams (5) was tied three times last season and the Twins were involved in all three games—the before-mentioned game in Anaheim and one each against Detroit and Milwaukee, Rigney using three while opponents were using two.

## 27 Men in Game

Then there was September 29 when the Twins lost a 14-13 decision to Kansas City in 12 innings. That afternoon, Rigney used 27 players, setting an American League record.

Records such as these recently appeared in THE SPORTING NEWS and, while some aren't fond of such a careful analysis of the game men play, some of the statistics were revealing.

For instance, fielding improved last season as the Twins reduced their errors from 150 in 1969 to 123. This was illustrated in only 520 unearned runs, compared with 517 for Baltimore.

However, the Orioles allowed only 574 runs compared with Minnesota's 605. Obviously, Twins' pitchers have trouble overcoming their teammates' mistakes.

Jim Kaat, for example, allowed 110 runs and 91 earned runs, a

By JIM FERGUSON

The ball club presented each customer with a handsome souvenir of the championship season—a genuine, full-sized Louisville Slugger bat.

The red-stained (Cincinnati Red, of course) bat was covered with autographs, in gold, of all the

players, the coaches and the manager.

"I've wanted to do this for a long time, but you have to win to have something to celebrate," said Wagner, grinning.

"This is something that really went over big. I think it'll become

a collector's item. There were only 1,200 of them made.

"One fellow called me the other day wanting to get 20 of them at any price. But there just aren't any for sale. This was a one-of-a-kind thing to show our appreciation to our ticket holders."



Bill Rigney . . . Lots of Figures to Study.

difference of 19. Only Tommy John and Jim Rooker could match that difference. Tied at 18 were Jim Perry and Fritz Peterson.

While Minnesota's fielding improved, its double-play total dropped. In 1969, the Twins made 177 twin-killings, second only to Boston with 178. Last season, Minnesota was the worst in the league with only 130.

Ironically, Boston fell to 11th with 131.

"Probably, our infielders didn't have as many double-play chances in 1970," Rigney said.

But an even better reason, ac-

ording to statistics, was the absence of Rod Carew. He participated in 26 double plays in 45 games, then was out for the season with a damaged knee.

His replacement, Danny Thompson, was in on 35 double plays in 81 games. Also, he made five errors compared with only one in 43 games at third and shortstop, illustrating second base indeed was a difficult adjustment for the rookie who always had played on the opposite side of the bag.

Rigney said last February he was anticipating a drop in offense in 1970 because so many

Twins had enjoyed their best season ever in 1969. He was correct. The team's batting average fell from .268 to .262, but both were league-leading figures.

Run production slipped from 790 to 744, but that could be attributed in part to the absence of Carew.

Rigney believed the pitching would improve to offset the loss in offense. It didn't.

## Difference in Thefts

In 1969, Minnesota's staff had a 3.24 ERA and allowed 618 runs. Last season, the figure dropped to 3.23 and 605.

Looking at such statistics, it's not difficult to understand how the Twins won 97 games in 1969 and 98 last season. And why they lost three straight playoff games to Baltimore each year.

The only big statistical difference between the Twins under the direction of Martin and Rigney is illustrated in stolen bases.

In 1969, Minnesota, known as a good-hitting but ponderous team, stole 115 bases in 185 attempts. Both figures are club records, of course.

Rigney preferred to wait for home runs and the Twins stole only 57 bases in 109 attempts.

About this, the manager said, "It really wasn't my kind of team and we're going to make some changes in our style of play next season."

This year, we may encounter the "go-go" Twins, for the manager apparently knows, now, his athletes must be prodded to produce.

# Expos Seek Keystone Cure, Find Hunt

By TED BLACKMAN

MONTREAL, Que.—The Expos have their own "Charley Hustle" now and all Manager Gene Mauch wants from Ron Hunt is that "he plays 160 games for us the same way he played against us."

"He was just tremendous every time we played the Giants. He just wore us out."

The Expos acquired Hunt from

the Giants in a trade for minor league first baseman Dave McDonald.

On paper, it looks like a steal. It seems the Expos get all the best of the deal.

"I'd have to say we made a good deal," agreed Mauch from his Los Angeles' home. "If Ron wins the job and plays his best,

he'll score more runs than anyone else ever has for us.

"He certainly is the best qualified leadoff man we've ever had. He would give us the best second base offense we have ever had. He just hustles out there every game on offense."

And so what about his defensive play?

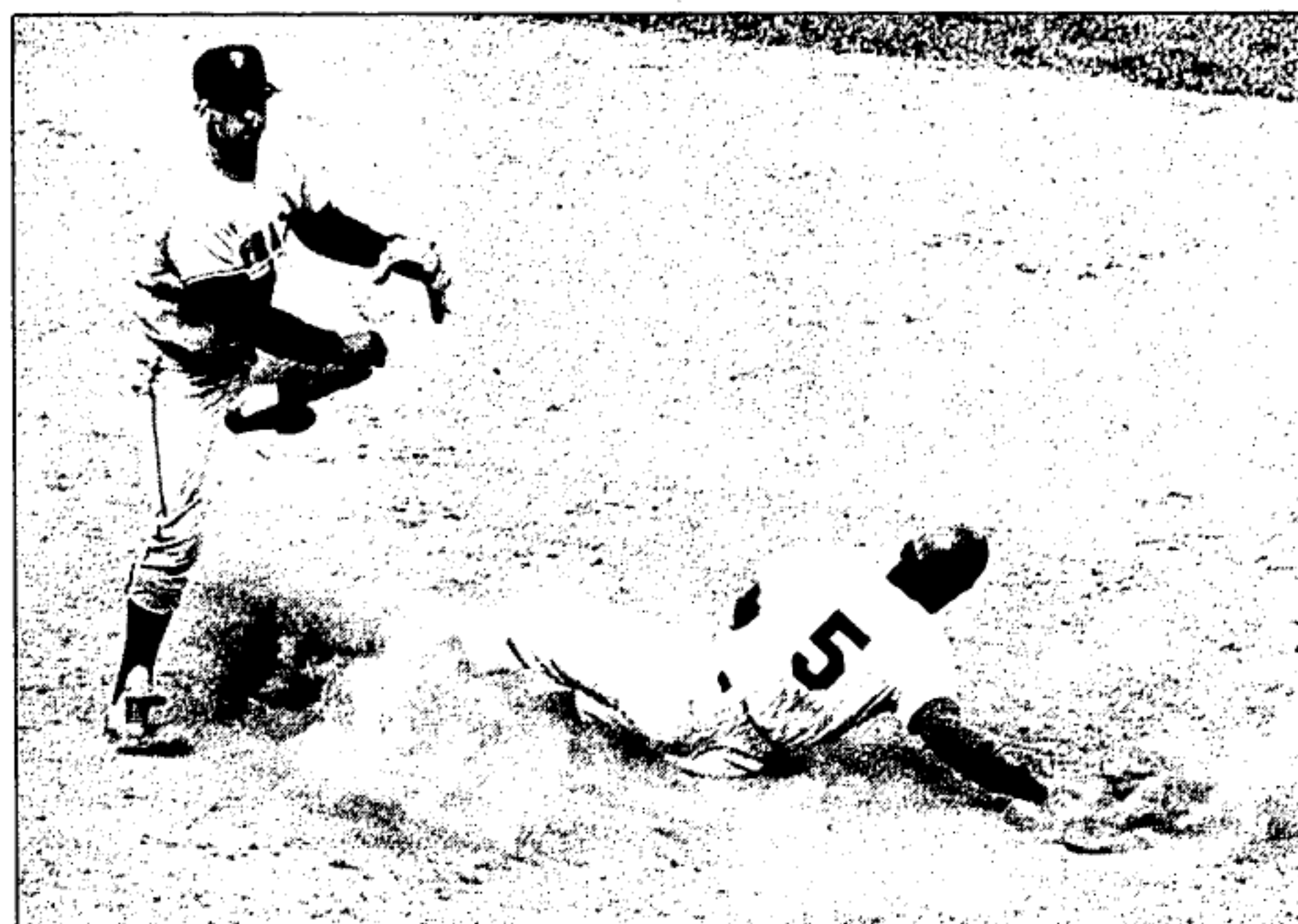
"That's something he and I will have to talk about," said Mauch, without going into further detail.

## Hot Tussle at Keystone

"It's nothing serious. We'll welcome him aboard first. Then we'll get together at West Palm. It's certainly a wide-open battle for second base right now."

"We've obtained one of the National League's most aggressive infielders," said Expos' General Manager Jim Fanning, who is in Santo Domingo on a 10-day Latin American trip to look at young pitchers. "He'll add experience to our club."

Gary Sutherland and Clyde Mashore divided the second base work last season. Suds went through long stretches with astounding luck at the plate. He met the ball solidly for weeks at a



Ron Hunt . . . A Bargain for Montreal?

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