



**BATS WERE** all over Yankee Stadium, June 20, when the Bombers conducted one of their most successful promotions. More than 35,000 Little League bats, manufactured by Hillerich & Bradsby Co., were given away to

the small fry who attended the Twin-Yankee double-header on Father's Day. Photo shows part of the crowd of 71,245, the largest major turnout since July 4, 1961, when 74,146 saw the Yanks battle the Tigers in a double-header.

## Mickey Has No Plans to Hang Up Spikes--But

By **BARNEY KREMENKO**  
NEW YORK, N. Y.

In the face of numerous reports that he was quitting at the end of this season, Mickey Mantle made no secret of how he stood on the subject.

"I'm getting \$100,000 a year for playing with the Yanks," the famed Switcher said. "As soon as I change jobs, I'll be taking a \$90,000 cut."

"I never said I would quit nor do I have such plans. But if I can't do any better, I might as well."

Mickey was talking in somewhat of a depressed mood and referring to a batting average that is at the lowest point of his career.

With the season approaching the halfway point, the 33-year-old star was mired down in the .240s. His lifetime average is .309. A year ago, when he was plagued by a series of aches and pains, Mickey nonetheless wound up at .303.

His 1965 decline had Mickey puzzled.

"I haven't felt this good in the spring in many years," he maintained. "Physically, I'm as strong as I could hope to be. I sure thought I would get off to a better start."

### Nerve Pinched in Neck

Mantle admitted to only one hindering development. A few weeks ago when, angered at striking out four times in a game, he made a quick grab at a bat and, in so doing, twisted his neck. He came up with a pinched nerve that doesn't bother him when he's swinging righthanded but does interfere with his hitting when he's swinging lefthanded.

It has resulted in Manager Johnny Keane giving Mickey intermittent rests, generally when a righthander is pitching for the opposition.

Mantle insists that he has never asked for these respites nor even had any prior knowledge.

"The only way I find out whether or not I'm playing is by looking at the batting order after it is posted in the dugout," Mickey said. "I don't ask any questions. If the manager thinks I shouldn't play, that's how it'll be."

According to Keane, he has no set policy on the renowned clouter.

"I'm never specific about Mantle," the Bomber pilot emphasized. "If I think he needs a rest, I'll keep him out. But I'll have no plan as such. You just play it by ear with that kind of fellow."

Keane also had his doubts about Mantle retiring.

"You also hear those stories when a star player is having a tough time," the man who managed the

## Yanks Extend WPIX Video Contract for Three Years

NEW YORK, N. Y.—The Yankees have signed a new three-year contract with WPIX-TV (Channel 11) for the televising of their home and away games.

The new agreement, which will carry through 1968, extends to a total of 18 years between the Yankees and the television station.

It is hoped that the games may be televised in color on a regular basis. However, this hinges on the availability of new 1966 model transistorized color cameras, now on order.

Cardinals to the world championship last fall said. "Stan Musial was quitting every day, too, when he didn't get a hit."

"No, Mantles don't quit."

Nevertheless, Mantle was being continuously yanked for defensive purposes in the late innings whenever the Yankees held a lead, no matter how slim.

There were times when it happened as early as the sixth inning, with rookie Ross Moschitto taking over in the outfield.

### Pride Key Factor

Mickey would like to hang on for at least three more years. But he also would like to see his batting mark take an upward trend. His immense pride alone dictates that.

With Mantle unable to lead the way as in former years, the Yankees, too, were unable to get going.

After dropping a double-header to the **Twins** on June 19, the defending American League champions found themselves 11 games off the pace as well as seven games behind .500 with a 28-35 won-lost mark.

It looked insurmountable, even for the Yankees.

**Bomber Bits:** Despite his slump, Mantle managed to unload the eighth grand-slammer of his career off Mel Nelson of the **Twins** during a six-run first inning on June 18 that helped clobber the **Minnesota** foe, 10-2. . . . Roger Maris tied the Yanks' longest batting streak of the year when he connected safely in 11 straight games. . . . Ross Moschitto's first major league homer, June 18, was a tape-measure job, landing in the deep rows of the lower left field stands at Yankee Stadium. . . . Of the 13 saves rung up by Yankee relievers, Pedro Ramos had nine. . . . A series of roster changes saw knuckleball exponent Bob Tiefenauer bought from the Braves' Atlanta farm club, catcher Jake Gibbs recalled from Toledo, catcher Bob Schmidt outrighted to Toledo and righthander Tom Dukes sent from Toledo to Atlanta as part payment for Tiefenauer. . . . Bill Terry, Johnny Mize and Larry Doby are among the latest to accept invitations for the Yanks' nineteenth annual Old-Timers' Day on July 31.

## Bat Day Boosts Yanks' Dad Day Gate to 71,245

By **BARNEY KREMENKO**  
NEW YORK, N. Y.

The Yankees went batty on June 20 and it paid rich dividends.

Combining Bat Day with Father's Day, the Yankee Stadium drew 71,245 cash customers for a double-header between the Bombers and the **Twins**. It was the largest crowd to see a major league game, World Series included, since 74,246 attended a Yankee-Tiger double-header on July 4, 1961, also in the Bronx park.

What did it, of course, was the distribution of a Little League bat to every youngster at the games.

The Yankees ordered 40,000 of them from the Hillerich & Bradsby Company of Louisville at a cost of approximately \$35,000.

It was a worthwhile investment from many angles. First off, there was the gross of some \$150,000 in the house, figuring at an average of \$2 per admission.

Then there was the concessions money, which undoubtedly got back the \$35,000 cost of the bats in itself. The crowd started coming even before 9 o'clock, when the gates were opened, and stayed on through 8 o'clock, when the last out of the double-header was made.

### Yanks Joining Party

The Yankees are hardly the first to go for Bat Day. Several clubs tried it last year, with the Tigers drawing 55,000. Other teams were eminently successful, too.

The Bombers, in fact, turned it down last year on the basis that the idea had been presented to them too late.

"However, we definitely were interested in it for 1965," General Manager Ralph Houk reported. "As soon as the schedule was released, we set our date. We wanted to give the day every chance and looked for the best possible attraction."

"Father's Day appealed to us very much and, when we found we had the **Twins** listed, that made it that much more attractive."

The front-office boss never dreamed that it would go over that big. The double-header was a sellout for weeks in advance and, at the stadium, June 20, it is estimated 7,000 were turned away.

The Yankees, hardly in a position to leave any customers dissatisfied, have booked a second Bat Day for Saturday afternoon, August 14, when the Yankees meet the Athletics.

"We looked over our future schedule very carefully and that was the best day we could find," Houk insisted.

"We already have such commitments as Mickey Mantle Day and Disc Jockeys Day. We didn't want to conflict with them."

# Clouting 'Em

... With **Joe King**



## Free-Bat Day—A Sure-Fire Crowd Pleaser

NEW YORK, N. Y.

What's to give away next Sunday? Does Mom need a new refrigerator? How about a snappy little Ferrari for Dad, straight from Le Mans?

Then again, a trip to Hawaii for the whole family always is a sock-sensational give-away feature, with an electric hula guitar thrown in.

The give-away is the thing in the American League, but the chances are that the moguls will stick to kiddie stuff, after the spectacular success of the Little League bats.

The offer of a free bat, a promotion of the A. L. in concert with the Hillerich and Bradsby Co., swept the circuit and gave it a stoien march over the National League.

Land-office business was topped by a turnout of 71,245 paid in Yankee Stadium on Sunday, June 20, the largest crowd to see baseball anywhere in the States, including the World Series, since 1961.

At least half of the paying guests were juveniles in quest of the give-away bat. At Detroit on June 13, there were more than 19,000 bats passed out in a crowd of 50,393.

It's a fool-proof promotion. The bat costs 69 cents, while an admission runs from 75 cents to \$3.50. In addition, the club probably makes as much as the bat costs in concessions revenue, because any youngster entering an arena becomes as hungry as a starving Chinese and as thirsty as a Foreign Legionnaire off a Sahara patrol.

## Yanks Book Another Bat Giveaway for August

Bob Fishel, promotions director for the Yankees, immediately scheduled another bat giveaway for August 14, when, presumably, all the lumber of June 20 will have been busted.

In the meantime, Bob, the tots are on vacation. How about a carload of canoes for children, or kayaks for kids, to raffle off for the faithful fans next Sunday?

By now the Yankees and CBS ought to be convinced about kids, and their experience in the Bronx ought to be a lesson for baseball that the juvenile market could be resold. Kids, it would seem, haven't quit on baseball, but the big league business isn't fervid enough in luring the youngest generation into the arenas.

The Yankees blinked in surprise for the first time on their opening day, April 21, when an entirely unsuspected monster turnout of 38,212 paid to see the Bombers battle the **Twins**.

This was the Wednesday of Easter Week, the traditional day in these parts when kids were the bosses, and parents took them on the town, to a Broadway matinee, or into the stackup awaiting entry to the Music Hall. On their Easter parade of 1965, the children voted for baseball on a bland day, and the Yankees were beneficiaries as family groups stormed the stadium.

There are no Yankee-haters among the children, either. They loyally cheer for the home side. Say, Bob Fishel, in the CBS effort to liven up the stadium, let's toss out the stodgy Stadium Club members, symbols of snobbery anyway, and turn the joint into an ice-cream parlor.

## Drysdale Mug Helps Pump More Gas

Believe me, baseball's hottest rivalry between the New York Giants and the Brooklyn Dodgers lost none of its power in the shift to California. Anyway, that's a conclusion after hearing a story by Ed Dooley, editor of the San Francisco Examiner.

Ed motored south to Santa Barbara to pick up his daughter, Nancy, at her school, and then stopped to gas up.

The filling station featured a Los Angeles Dodgers merchandise tie-in, a plastic mug with Don Drysdale's picture for 29 cents. The Dooleys are staunch Giant fans, but Nancy bought a Drysdale mug as a method of keeping her parents in line. You know, something on the line of be good, folks, or I'll call in bogey-man Don.

"The more I thought of the mug on the way home," Dooley related, "the madder I got, and I finally got so mad I forgot the name of the Dodger gas that I wasn't going to buy any more."

Speaking of Drysdale and winning 30, please remember that Lefty Grove and Diz Dean made 30 only because each picked up a few in relief. . . . Did Dean Chance leave his superb game back there on the banquet table on the oratory circuit? That was my hunch long ago when I heard Chance admit that he was so busy picking up fees for appearances that he worked out only twice all winter. . . . Cincinnati fans are going to elect the late Fred Hutchinson as first manager to make their local Hall of Fame, and while Hutch richly deserved the honor, the fans must be kidding if they ignore their managerial genius of 1939-40, Deacon Bill McKechnie.

## Yanks Sure Sain Is Reason for Twin Surge

The Yankees are 100 per cent certain that their old pitching coach, Johnny Sain, has made the difference in the **Minnesota** staff since he took over the **Twins** this year. Sain's asking price of \$25,000 is cheap enough if it means the pennant—just the cost of a drafted ball player. . . . Arthur Allyn, White Sox owner, had a hand in the delay of the American Football League in awarding new franchises. The AFL wants an outlet in Chicago, capital of the Midwest heartland of football, but Allyn wants the franchise if the Joe Foss circuit decides to play in Comiskey Park. With Northwestern's Dyche Stadium unavailable and Soldier Field impractical, Comiskey is the only suitable setting. . . . Anyway, Ed Short, general manger, notes that the White Sox just constructed extra office space in their arena, so come on, football.