

On Target

By Sturgis Hedrick



SEASHORE OPENERS TOMORROW AT 8 P.M.

Salter Path Braves at Coastal Greys,
Swinson Park.

SUNDAY AT 2 P.M.

Eastern Blues at Braves, Salter Path
Ball Park.

SUNDAY AT 2:30 P.M.

Western Red Sox at Carteret Tides,
Swinson Park.

IN SEASHORE LEAGUE terms, one Bill Veeck plus one Larry MacPhail add up to one Grady Willis. That should spell out just about the ultimate in promotional praise for Grady, the guiding genius of the Carteret Tides.

Rain failed to dim the luster of the Tides' scheduled baseball opener last Sunday against the Blues in Smyrna. The idle hours instead seemed to give additional scope to Impresario Willis' inventive imagination.

The result: This Sunday's Swinson Park classic will provide the most extravagant sideshow in the history of Seashore League baseball.

WBMA, BEAUFORT, will broadcast this and all additional Sunday afternoon home games of the Tides in Swinson. Ray Cummins, the NBC veteran, will handle the play-by-play in this Seashore League first.

Just to make sure this history-making Seashore broadcast doesn't detract from the in-person attendance, Manager Willis has another mammoth giveaway projected.

The Tides have set up a lavish public-address system, with all-around broadcasting ace Craig Weber enlivening the Swinson proceedings with his poignant, pertinent and profound observations.

PROBABLY MORE FANS in Carteret County know Grady than remember the names of Bill Veeck and Larry MacPhail. Therefore, time

out please, for a history review on the latter two major-league innovators.

Veeck not only unleashed a bag of surprises as owner of the 1948 Cleveland Indians. He also won the American League pennant, the World Series from the Boston Braves and set the then all-time-high big-league attendance record of 2,280,627.

Some of the Veeck (as in Wreck) turnstile lures included nylon stockings and Hawaiian orchids for the ladies, plus a permanent nursery of baby-sitters so no children could keep the mama-fans away from their exciting Indians.

DOES ANYONE OUT there remember the Great Depression of the 1930's?

An Ohio bank hired Larry MacPhail to get the financially-ailing Cincinnati Reds in the profit side of the ledger. The bankers knew their man and baseball has never been the same since.

Larry, the fiery-tempered red-haired promoter, horrified all baseball loyalists with the innovation of night baseball. He produced at the turnstiles and that made MacPhail a hit with the bank. Every major-league team except the Chicago Cubs has since followed suit.

Night baseball can by no means bear the whole blame for the insane salary escalation. But ask any old-time ball player or fan which he preferred: Night or day ball?

THINGS TO WATCH in the weekend openers: A whale of a pitching duel between Mike Dudley of the Greys and Keith Waters or Jimmy Davis of the Braves in tomorrow's Swinson contest. . . Then, we'll see what Davis or Waters can do to Lefty Dallas Wayne Arthur of the Blues Sunday at Salter Path. . . And just, by the way, who will Manager Grady Willis send to the mound Sunday to stop the heaviest-hitting team in the league, the Western Red Sox?