

Charles McCabe, Esquire

They don't play baseball good in Kansas City. So they do something else. They play non-baseball, a game at which insurance tycoon Charles O. Finley is a master.

The result is one of those epic business struggles between the owner, who tries to see how much he can get away with in merchandising a lousy product, and the sucker, who wonders how much he can take.

The Clay-Liston pavane, and professional rasslin' are classic examples of this kind of struggle. In each case, the sucker took plenty; and show biz, in all its purity, triumphed over the sport it supplanted.

It's not been easy for brother Finley. Last year his club finished seventh in ability in the American League, and seventh also in attendance, with 762,364 paid all year.

To take the fan's mind off his club's ineptitude brother Finley last year provided his tigers with kinda surrealist uniforms, in colors he called Kelly Green and Finley Gold.

He hanged a sports writer in effigy. He came out for orange-colored baseballs. He insisted that the World Series should be played at night.

Attendance still flagged, and Charlie got sore. He alienated the City Council and the whole of Kansas City by proposing that his team be moved to Louisville, or Dallas, or Oakland, or anywhere.

As a result he has sold only 1,900 season tickets this year. So the merchandising is on with a vengeance. Baseball has seen nothing like it since Bill Veeck and his midget.

First, Finley flouted the household gods of baseball-"Czar" Ford Frick and American League president Joe Cronin—by changing his right field fence at the K. C. stadium to match the 296-foot fence at Yankee Stadium. He built what he called, with chilling irony, a "pennant fence."

Finley told the household gods, "I want to see the Yankees brought in line for the first time in 40 years. I'm trying to help baseball. Yankee domination could reach the point of no return."

Cronin and Frick made him put back the old fence, under a ruling passed in 1958, 25 years after the Yanks built their tricky stadium.

(The 1958 law was passed because the Dodgers had built an even trickier stadium in the Los Angeles Coliseum. All this done under the old legal principle that the best way to get rid of an obscenity is to bring on a greater obscenity.)

10 * * Undaunted, Finley continued to soup-up the sluggish image of his club. He installed in the park 60 whirling colored lights and three huge horns that can smother a foghorn, to be used when one of his lads hits a homer.

But his master stroke, thus far, is one apparently addressed to the ladies. With some reason, Finley may have given up on his male fans.

He announced the other day that he has had a new

uniform designed for his players. In their home opener against the Cleveland Indi-ans, the Athletics took to the field in colors described by their breathless owner as Misty Green and Wedding Gown White.

* 10 If anything is needed to express the desuetude into which baseball has fallen in the American League it's this odd miscegenation of the Nat'l Pastime with the argot of the high fashion ateliers of Paris.

Wretched, is it not? The Yanks and their damned right-field fence are in back of it all. That, and giving the broads the vote in the first place.

continued his domination with his second victory in two weeks. Engelauf, a slim winner over Preacher Rogers and Benny Phillips in the main event, also edged Phillips and Jim Roess-ler for first place in a three-lap trophy dash. I can hardly wait for the first female second baseman in the majors. Of the Kansas City Athletics, of course.

El Segundo Set For CIF Game

Two City Junior Varsity Nines Capture Circuit Championships

varsity baseball teams from North and Torrance high schools have gone their varsity teammates a step better-they have won league championships.

A powerful slugging attack, with seven men at or over the .300 mark, propelled North to the Sky League junior varsity crown. Pitching and tight defensive play was the major factor in Torrance's Pioneer League title. the *

None of the four varsity teams in Torrance came up with a league crown West High came the closest, with a second-place Pioneer loop. Both North and South finished in the middle of the varsity pack.

North High compiled a 13-2 league record in gaining the junior varsity pennant. The Saxons were handy winners over second place Morningside and its 5-4 mark. North also wound up with the City J. V. title after whipping Torrance, South and West.

First-year J.V. coach Ed Bierley pointed to a slugging outfield to explain his club's success. Mike Tuffley, Dave Buffington, Bill Thomas and Toki Katsuki roamed the outfield for the Saxons. Buffington led the North hitters with a .421

Hot Rods

At Ascot

Run Today

A trio of top drivers will be

favored to grab the checkered

flag this afternoon in the 25-lap

main event of a California Jalopy Assn. Hot Rod program

Jim Greenhill, Art Hayes and

Chuck Conrad will be favorites to cap the afternoon with a win

Conrad is currently heading

the flathead division point race

that will lead to the 1964 driver's championship. Greenhill

won a narrow decision over

Hayes two weeks ago in the

last hot rod main attraction. Both Greenhill and Hayes are shooting for the top spot in their division.

PHIL BOWERS trails Conrad in the flathead point totals with Ray Vodden holding down the third spot.

Also on today's eight-race card will be a 15-lap claiming feature, which will provide competition for a field of the CJA's novice racing drivers.

The first race on the Ascol dirt oval is slated for 2 p.m.

with qualifying scheduled for

In the modified division, oint leader Vallie Engelauf

continued his domination with

DUKE PARSONS won a five-lap heat race as did Tink Elenburg.

In the stock car division

p.m.

at Ascot Park in Gardena

in the main event.

average while Tuffley hit .414, Katsuki slugged at a .381 clip and Thomas collected a .316 percentage.

Team co-captain Gary Zayakosky was the leading infielder with a .405 average. Zayakosky, a second sacker, was named North's Most Valuable Player. Catcher Mike Barnes (.300) and first baseman

Steve Sibley (.333) also wielded heavy sticks for the Saxons. Third baseman Gregg Shearer (.292) and shortstop Henry Lopez (.222) rounded out the infield. Lopez was also a co-captain.

Third baseman Charlie Richardson and catcher Kent Mayor also saw considerable action for North.

Junior chucker Ron Windell, Bruce Wade and Steve Schmitz held down the mound chores for the Sky champs. Windell wound up with a 5-0 mark while Wade was 3-1 and Schmitz finished 1-1

North earned a 13-2 overall record including practice games.

Pitchers Steve Kealey and Bob Sharp were the key figures in Torrance's title. Kealey finished with an 8-0 record while Sharp wound up at 5-2. The two were named Co-Most Outstanding Players.

Torrance compiled a 13-2 league record to edge El Segundo (12-3) for the pennant. The Tartars

Boerger's second league championship in his six years as Torrance J.V. coach. Boerger also picked up a loop crown in 1962.

Bart Johnson, a 6 ft. 3 in. freshman first sacker, was named the club's Most Valuable Player after leading the team in hitting with a .380 average.

Ronding out the Tartar infield were Bob Cano,second base; Mike McKenzie, shortstop; and Chris Smith, third base McKenize was the Tartar captain.

In the outfield, Boerger went with either Kealey or Sharp in left field, Al Dwarte in center field, and John Randall in right field. Dwarte was the most im-... proved player, according to Boerger. Jon Chaykowski, Sam Intermill and Ray Vidal

split the catching duties for Torrance.

Smith backed up Johnson in the hitting depart-

.

Boerger characterized the club as a "good, hustling team; the youngest championship squad I've ever had." The Tartar mentor also called Kealey and Sharp - the "two finest junior varsity pitchers I've ever had."

Indy Will Honor 2 Area Drivers

Two Torrance drivers who have led the Indianapolis. 500 mile race for one lap or more will receive special. recognition for their accomplishment at a special Speedwaydinner on Tuesday.

Don Freeland, 23503 Susana Ave., and Parnelli Jones,

Don Freeland, 23503 Susana Ave., and Parnelli Jones. 1410 216th St., will join an elite group of 44 living drivers who have led the "500." Membership eligibility in the Pacemaker Club is certified by official Speedway records cov-ering the 47 races since John-ny Aitken led the pack on the first lap of the first race in 1911. The slow growth rate of the fact that fewer than two drivers a race have been new to the front each year since 1410 216th St., will join an elite group of 44 living drivers with S14 in three races, for-lowed by Rodger Ward with 261 in four races. Of the 46 living members, Bill Arnold is the leading Pacemaker with 410 laps in three races. Parnelli is currently going

drivers a race have been new to the front each year since 1946 and there are only 102 drivers in all who have led the race for one lap or more. On the basis of individual performance, the late Rex Mays still heads the list of drivers who have led the most races. Mays has led in nine races while Ralph DePalma, also deceased, led for 613 laps in total. Have been been the set of the se Parcelli is currently going through pratice runs at the Brickyard as he prepares an attempt to become the first man in history ever to gain the

Racing Becomes

'Family-Centered' Brotherly love does not exist in Figure Eight racing. Four pairs of brothers will battle tonight at Ascot Park in Gardena for the checkered flag in the weekly Automobile Rac-ing Assn. Figure Eight compe-tition. Heading PRA point stand-ings is Jerry Meisenzahl, whose brother Dennis is also current. Iy in the thick of matters. Dick

brother Dennis is also current-ly in the thick of matters. Dick Semlinger, who won two weeks ago, has his brother Milt breathing down his wheels. Al and Harold Coe and Rich-ard and Robert Dixon join in the "forget he's your brother" club.

club. . . .

A new racer, Mary Malm, the wife of a motorcycle racer, is used to frantic action. In her first race, her car crashed, turned over and blazed. But,

she will race today. Qualifying trials begin at 7 p.m. with the first event set for 8 p.m.

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TORRANCE HERALD



FAMILY ACT . . . Francis Ota (left), 18, and his brother, Henry (center), 21, discuss base-ball strategy with their father, Harry. The Ota brothers currently are playing for Dart-mouth College. Francis is freshman team captain while Henry leads the varsity. The two brothers formerly played for Gardena High. The Ota family lives at 1632 W. 208th St. in

LAST WEEK, it was Jim Cook or Norwalk who pulled down the checkered flag in the CJA's 27-lap main event at Ascot Cook, who just returned to local racing from the NAS-CAR Grand National stock car circuit, barely edged Cliff Gar-ner for the top spot. Another victory bid, by favorite Clem Proctor, ended when he drop-ped out on the 10th lap In the modified division, **RARE COMBINATION**

Torrance Brothers Captain Dartmouth Baseball Teams

The only brother-captain team in college baseball circles was recently furnished Dartmouth College by Torrance.

It is rare for two brothers to compete in athletics at the same college and even rarer for brothers to each captain a team at the same institution.

The odd combination came about recently at Dartmouth when Francis Ota was elected captain of the college's freshman baseball team. Earlier, Henry years ago, he was just another sorearmed pitcher and did not win his freshman numerals. Since then, he has been converted to a second baseman.

Harry Ota, the boy's father, is a methods technician for the city of Los Angeles. He started the boys in baseball at an early age and now spends his annual vacation on Dartmouth's southern training trip in March.

Both boys are infielders and play together in a Nisei summer league in Los Angeles.

