

# Showman Engel's Flop Proves Oddities Won't Make Fans Pay for Bad Baseball

## Circus Okay But They Also Want Game

BY HARRY GRAYSON  
NEA Service Editor

Joe Engel's give-baseball-back-to-the-fans plan has failed in Chattanooga.

The Southern league franchise returns to the Washington club, which held a \$40,000 mortgage. Engel loses more than \$30,000. Some 1700 lusty-throated Chattanoogaans, many of whom rooted for their investment from the bleachers are out \$50,000.



Engel, baseball's foremost showman, did everything, day and night, to attract paying guests, but found they insisted on good baseball, too.

Engel signed Larry MacPhail a girl pitcher, Jackie Mitchell, and had her strike out Babe Ruth and Lou Gehrig in an exhibition game.

He would do anything to get his name and that of his club in the newspapers. He traded Shortstop Johnny Jones for a turkey.

He purchased Big Chief Woody Arkeketa and as an opening day stunt staged a fake scalping to avenge Custer.

He put on an elephant hunt, hunters wearing bustles to make them look like they were mounted and firing blank shots at two persons and a quantity of sheeting.

He had a giant duck lay the largest egg in history on second base.

**HORNSBY GETS AN INEXPENSIVE HORSE**

When Rogers Hornsby made his home bow as manager of the Lookouts, Engel burlesqued the old batting champion's frequent run-ins over playing horses by presenting him with a refugee



In Rogers Hornsby's Chattanooga bow as manager of Lookouts, Joe Engel burlesqued famous second baseman's frequent run-ins over playing horses by presenting him with one, Jockey and all.

from a glue factory, Jockey and all.

Engel hung sweet-singing canaries around the park to cheer the faithful when things were going badly. He had a crying cage for himself.

When Atlantans paraded with a sign, "What Do We Care for Joe Engel and Clark Griffith? We have 14 Millionaires," Engel drove into the Atlanta park in a broken-down puddle jumper in a high hat behind a liveried chauffeur with a sign, "Joe Engel, Chattanooga's Only Millionaire."

Engel had as many as five uniformed bands at inaugurals. A "sympathy" band of four Negro boys played jazz music between innings . . . on a banjo, violin, mouth organ and washboard.

Engel gave away fully furnished and electrically equipped houses, lots, automobiles and washing machines.

He had men's days as well as ladies'. He had a knothole gang for youngsters with good grades in school and who attended Sunday school regularly.

**GAME MUST STAND ON ITS OWN FEET**

Engel threw the park open on Christmas and fed thousands of hungry men, women and children. He gave 7500 toys to poor children. When things were good, he gave two-thirds of the profit to charity.

He took homing pigeons on the road. They flew home to Mrs. Engel with the score.

When Dizzy Dean refused to appear in a scheduled exhibition in Chattanooga, Engel offered \$15,000 for the privilege of punching the eccentric right-hander on the nose.

But, after the customers had seen the sideshow, they wanted to see the main event—baseball.

With all his showmanship, Larry MacPhail of Brooklyn produces the goods.

And he knows that even the most attractive ball club requires good competition to bring in the addicts in droves.

Circus stunts help, but profes-

sional baseball must stand on its own pins.

When it no longer is capable of doing that, the noble athletes might just as well seek reinstatement as amateurs.

## Sport Briefs

By EDDIE BRIETZ  
NEW YORK, May 21 (The Special News Service) — Midwestern papers report that a full-fledged campaign is on to out every athletic head at the University of Illinois, including Bob Zuppke . . . Joe Cronin, tearing a page from Bill Terry's book, has barred the press from the clubhouse after the game. But no one is fretting. If the Sox keep going like they did last week, the scribes will see all they want of them on the field.

**POOR OLD BOBO**  
The fans are asking if and when Buck Newsom's going to ride again; It seems the Tigers' favorite son So far this year but two has won, which may be why the gossips say He blushes when he draws his pay.

**CAUGHT ON THE FLY**  
Of the six leading hitters yesterday in the two big leagues, four were shortstops — Travis, Jorges, Cronin and Vaughan . . . And those who think the Reds are through: Jimmy Wilson . . . the North Carolina U. tennis team, which thought it had a national collegiate record with 51 straight wins, must go way back and sit down. Up bobs the coachless Spring Hill college team with 53 in a row. (No wonder Tulane, Louisiana State and other big Dixie teams have reported "full schedules" to Spring Hill for three years now) . . . Lots of folks are wondering why the Cubs don't try to make a first-sacker out of Dizzy Dean . . .

**TODAY'S GUEST STAR**  
Herbert Simons, Chicago Times: Having pitched only one inning this season — the first against Pittsburgh, April 25, in which two Buccos tripled and another singled—Dizzy Dean thus gets 10 G's for an inning's work—a new high even for the era's most fabulous baseball fellow.

**ONE MINUTE INTERVIEW**  
Kingfish Levinsky: "I want another fight with Louis . . . All Louis does is fight bums . . . And ain't I a bum?"

The spring fever some people are kicking about is the same case they had all winter.

## Boys Choose Basketball No. 1

NEW YORK, May 21 (AP)—Baseball may still be America's favorite game but that no longer goes for New York boys. A poll of nearly 9,000 members of the children's aid society's 10 boys' clubs in the city gave basketball the No. 1 spot.

Baseball, leader in previous year's polls, came in second.

## 1052 ENTERED IN NATIONAL OPEN

NEW YORK, May 21 (UP)—A total of 1052 entries has been accepted for the 170 berths in the national open golf championship at Fort Worth, Texas, June 5-7, the U. S. Golf association has announced.

Due partially to war conditions, it is the smallest entry total since 1933 when 915 were accepted.

**MEWEL JOINS BAER**  
WASHINGTON — Harry Mendel, who had a hand in the management of Tony Galento, is ballyhooing Buddy Baer in his match with Joe Lewis at Griffith stadium, May 23.

**JOCKEY NEAR DEATH**  
CHICAGO, May 21 (UP)—Ray Hightshoe, 23, a leading jockey at major race tracks in 1940, was near death at a hospital Tuesday night, a victim of septicemia.

**BOXING**  
By The Associated Press  
BUFFALO, N. Y. — Jackie Donovan, 154½, Buffalo, and Andre Jessurun, 154, New York, drew (10).  
NEW YORK—Leonard Bennett, 146, Chicago, outpointed Jerry Florio, 151, Brooklyn, N. Y., (5).  
SALEM, Ore. — Leo Turner, 161 Portland, outpointed Buddy Peterson, 152, Turner, 943, (5).

**SONNY LIKES IT FAST**  
DES PLAINES, Ill. (AP)—Arthur (Sonny) Koester Jr., is on-ly seven but when he gets behind the wheel of an auto—wow! Sonny and his five-year-old brother, Johnny, took the keys to a relative's car and went for a three-hour spin before a truck driver, noticing the diminutive duo, curbed them. And he had to touch 65 mph to do it.

But Sonny, who manages to reach clutch and brake by sliding half off the seat didn't think that was so fast. "Why," he told inquiring police, "once we went 80." We was taught to drive a year ago, but evidently "forgot" the stern admonition that he should never go alone.

We are not fighting for some place on the map, for some advantage of trade. We are fighting for the future of the world. —Prime Minister Menzies of Australia.

Treat before sleep! — A bottle of Wieland's ale at bedtime!



## 11 Foreign Horses Named For Gold Cup

LOS ANGELES, May 21 (AP)—Eleven foreign-bred horses are among the 64 nominees for the \$75,000 gold cup at Hollywood park July 19.

The mile and a quarter race for three year olds and up lists Meissen from Peru; Colorado Lad, Fairmond, Sierra Nevada and Paper By from England; Chico from Ireland; Don Juan II, Don Bingo II, Barrancosa and Beautiful II from Argentina and two Ton Toney from New Zealand.

Whirlaway's name tops the homebred nominees but owner Warren Wright has not said whether he will ship the sensation of the eastern tracks to Hollywood park.

was three-fourths due to shut-out pitching. When he does win he has to do it usually with a one-run margin. Two or three Portland runs constitute a landslide when Liska is on the rubber.

**NEWQUIST STILL THERE**  
The sports writers, after recovering from the first shock of the latest Athertonizing, came to the view that the University of Oregon was pretty lucky.

The Webfoots didn't lose Jimmy Newquist, the Camas thunderbolt who has been rated along the Columbia river as the hottest prepper since Grayson. His collegiate preview as a freshman last fall did not lessen his reputation.

Rumor has persisted that Newquist was likely to be lost by an Atherton decree. But he survived the first whack and the word now is that he's been approved for lemon-yellow trappings.

## Oregon Sports Notes

By FRED HAMPSON  
Associated Press Staff Writer

Full many a gem of purest ray serene, the deep unfathomable caves of ocean bear, wrote Mr. Grey in his elegy, and to prove the words timeless there is the case of Ad Liska and the Portland Beavers.

Oscar Vitt, the new Portland manager, echoed these sentiments the other day when he declared the little submarine pitcher "a major leaguer, and nothing else but . . . I will give my personal attention to seeing that he gets back up where he belongs next year. Win in the majors? I should say he will—in either league. He not only has an entirely different delivery from anything they see normally, but fine control, plenty on the ball, he can field his position and is smart out there."

Liska ranks with such frustrated baseball figures as Chuck Klein, a peer of hitters who was hopelessly bogged with a tail-end Philly club, and Walter Johnson, who pitched 15 years of classic baseball for a Washington team that couldn't fight its way out of a light fog. This season again the little guy has been throwing superb stuff at Pacific coast league batters while the Beavers tripped over themselves on his pitching nights. The fact that he won four out of his first eight games

## Northern Division Race Tightens

By The Associated Press

The northern division, Pacific coast conference baseball title race developed into a three-way tussle yesterday when Washington downed the leading Oregon team, 6 to 3, at Seattle to come within a half-game of first place.

The idle Oregon State team, currently in third place, is only a game and a half from the top.

In another conference game yesterday at Pullman, Washington State climbed out of the cellar by downing Idaho, 9 to 2.

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**Arkansas Teams Play 41 Innings**

HOT SPRINGS, Ark., May 21 (AP)—The Taxarkana and Hot Springs teams of the Cotton States league played a 41-run game last night in only nine innings.

Texarkana finally won, 26 to 15. Each team pounded 22 hits. Hot Springs' six errors, against 3 for Texarkana, contributed to defeat. Hot Springs folded up in the last two innings, while Texarkana slammed 10 runs across, five each frame.

**Salem Releases Outfielder Hornig**

SALEM, Ore., May 21 (AP)—The Salem Senators released outfielder Bob Hornig yesterday and temporarily lost the services of Roy Helsler, lefthanded pitcher who has won three straight Western International league games. Helsler remained at home with a sore arm while the team was on a 11-game road trip.

Pitcher Gordon Lieb, was obtained from the Portland Beavers to take Helsler's place.

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