

I am honored tonight -- as Washington's leading pinch-hitter -- not only to get my cuts, but also to be in such illustrious company.

-- With the inventor of Yogi Berra -- Joe Garagiola;

Har-ägesla

-- With the leading character in George Selkirk's greatest trade --

Mike McCormick;

-- With Big John Wyatt's favorite manager -- Dick Williams;

-- With the best all-around player in the American League, next to Cesar Tovar -- Carl Yastrzmeski. (And also the man, by the way, who finally put an end to all those Polish jokes);

*Commissioner
Eckert*

Movie Siegel

2
-- With the best high-hurdler out of Texas since Babe Didrickson --
Liz Carpenter;

-- With that living symbol of the Alliance for Progress -- Paul Casanova;

-- With two men who each paid \$25 to hear each other speak -- my
friends Bill Eckert and Joe Cronin.

-- And finally, with the greatest of them all -- a man who's covered
more ground in his time than Johnson, Humphrey, Dean Rusk put together --
Joltin' Joe DiMaggio.

* * *

◀ You may wonder why I'm late. I've been waiting in the lobby for Eddie Stanky -- but he still hasn't shown up.

Would you please lock those doors, ~~Monahan~~, just in case he does?

Actually, I don't bear any grudge against Eddie for locking me out of his dressing room last summer, I've lost a few myself!

But what I do resent is his statement that "Humphrey can't hit."

◀ I will admit that, when I first came up through the farm system, I was a free-swinging who often didn't connect. But in these past three years, with some intense coaching, I have not only mastered the hit-and-run ... but am without doubt the unchallenged master of the sacrifice! And I go to right now just as easy as I used to go to left.

* * *

I just want to warn Eddie that he crossed the wrong men last summer. First, he blasted Carl Yastrzemski. Then, he took on Humphrey, Carl, I plan to have a year in '68 like you had in '67. Right now I'm trying to make arrangements for Eddie to insult the President.

* * *

It's little known, but I had one of the best won-lost records in the American League last year. In fact, I went into that final weekend series in Boston with a 6-1 record. I'd watched the Twins seven times; and they'd won six.

Yastrzemski Carpenter

But then I got to Boston. It was just like West Virginia in 1960 -- Jennedys to the right, Kennedys to the left, Humphrey in the middle, and there went Minnesota's lead.

* * *

I see there have been a lot of off-season changes.

Carl Ermer's answer to Che Guevara -- Zorro Versailles -- has taken his act to Hollywood ... Sam Mele has taken his World Series share to Boston... Charlie Finley has taken his mule to California ... the spitball has been outlawed and Ron Kline has taken it back to the National League ... and Jim Lemon has taken a chance on working for himself here in Washington.

Jim, I believe you're the first man since Judge Fuchs and the old Boston Braves to both own and manage your own major league ball club. I talked to President Johnson about it, and he told me there's nothing like working at home.

* * *

Cal Griffith doesn't know it yet, but I'm going down to Orlando March 1 for the opening of the Twins' spring training. It's a doubleheader. They're naming a bridge after me the same day at Cape Kennedy.

I promised Calvin that if he'd entertain me in Orlando, I'd sneak him back into Washington for a few hours in my plane.

* * *

Finally, let me say that all of us here in Washington owe a special debt to baseball.

No matter how tough things get ... no matter how many crises cross our desks, there is always John MacLean looking for a ninth-inning rally ... Paul Casanova cutting down those runners at second base ... and the Senators' manager ... whoever he is -- watching the runners die on base, ~~while the hitters try to bunt and the bunters try to hit.~~

Everything looks a little better because of baseball. And, for the Senators' fans ... this may be the year!

#

OFFICE OF THE VICE PRESIDENT

WASHINGTON, D.C.

TO: Vi

FROM: Julie

RE: TONIGHT'S BASEBALL
WRITER SPEECH FOLDER

Will appreciate if you would
insert the attached cards in
the Vice President's folder
for tonight.

*Leave in
speech folder
Marsha*

SUMMER YOUTH OPPORTUNITY PROGRAM

I want to pay tribute to what Organized Baseball has done in helping to bring sports pleasure and opportunity to the nation's disadvantaged youngsters.

Next Monday, here in Washington, I am convening a special Conference of the Mayors and Summer Youth Coordinators of the 50 largest cities. Commissioner Eckert will be there, as will representatives of many of the other sports organizations -- professional and amateur -- throughout our land.

-2-

This Summer we will be asking professional and amateur sports to do "ten times more" than they have ever done. We want them -- we want you -- to enlist the talents, the skills, the enthusiasm of millions of deprived youngsters in the inner cities.

We need to expand wholesome sports competition in baseball, track and field, basketball, boxing, swimming and other sports in every city of the country. We need to have "Portable Playstreets" in every city. We need to have "baseball clinics" -- in which our star athletes and coaches go out to the sandlots and instruct youngsters.

I am asking everyone of you to pinch-hit for us in some capacity. Every player in baseball should devote some part of his time to this effort during these crucial summer months. And we are asking every team owner to donate blocks of tickets which might otherwise go unused, so that inner city youth can see teams in action. Mayors will be asking businesses in each of the cities to help provide the buses to transport the youngsters to the stadiums.

We would like every city of America to stage a summer "Sports Festival" for American youth.

You athletes in this room are the pride of our nation, the models, the heroes of our youth. You can get across to our young people better than almost anyone else can that this country does care for them, does want them to enjoy life, to grow, to achieve, to do their best.

#####

OLYMPICS

If I may add just a word on a serious note: It concerns amateur -- not professional -- sports. Next week I expect to meet with Ted Kheel, Chairman of the Sports Arbitration Committee which I had appointed. We will hold a Press Conference with Senator Warren Magnuson, Chairman of the Commerce Committee which has been deeply interested in mediating the quarrel in amateur sports.

I won't attempt to predict or comment on the contents of the Kheel Committee report.

-2-

Let me just say this for the present: America is determined to enable its amateur athletes to perform at their peak in the 1968 and future Olympics. But in all competition --- local, state, national and international -- we Americans want our young athletes to be able to do their very best. We do not want them to be caught as innocent victims in a legal or other cross-fire which would render them "ineligible", even though they have conformed with the spirit of amateur requirements.

Not Political Speech
Equal time for the opposition

Kennedy

instincts

You interrupted me at January Bank -

Jim the Cleanup Hitter.

Commissioner Ecklund
Joe Cronin

Ted - not going to run in mass
but no commitment
= on N.Y.

Joe DiMaggio

WASHINGTON, D. C., CHAPTER

Baseball Writers' Association
of America

Cal Griffith
Tex Carper
Camille

World Series

National Point of view of Amer. League
american Point of view of Nat. League
INAUGURAL AWARDS DINNER

Shoreham Hotel
Regency Ballroom

Dick Williams
Interviewing Prospective Player

Tuesday, January 23, 1968

60 Home runs
150 Runs Batted in
100 Stolen Bases

Field,
Pitch - 20 game winners

Exaggerate

In Memoriam



James M. Johnston

Tonight's banquet, heartily endorsed by James M. Johnston, will not be the same without the man who was co-owner of a ball club and still a rabid fan. Mr. Johnston died in late December.

The trophy that goes to Paul Casanova as the Senators' outstanding player will be known as the James Johnston-James Lemon trophy because this was Mr. Johnston's team. He was the dominant figure in the organization, a role that Mr. Lemon has taken over.

Into days jammed with business and civic decisions, Mr. Johnston still found time to look into the affairs of the ball club, one that he wanted to keep in the Nation's Capital under dignified ownership.

He looked forward to spring training, attended most of the home games. Jimmy would have liked to have been here tonight. The feeling is mutual.

Greetings...

from Morris Siegel,
Dinner Chairman



The Washington baseball writers usually finish anywhere from 10 to 25 games ahead of the Senators.

Tonight, with this dinner, we even finished ahead of ourselves. This is our first affair.

For years we gave serious thought to ending this gastronomical slump. This time we approached it differently. We gave it no thought. We just had a dinner.

The late James Johnston and James Lemon, the new board chairman, rendered all the encouragement we needed. They agreed to underwrite the cost. With our usual treasury balance, zero, this was no minor consideration.

Almost as novel as this affair itself is the fact every newspaperman here bought his own ticket. Tonight we are not just working press, but paying press. Expensive, but status, at last.

From the White House to the club house, the cooperation was excellent. A very special nice going is due the Messrs. Lemon, Selkirk, Burke, Hawkins and Miss Debbie Doherty of the Senators; to Bernard Bralove and his Shoreham crew, and to each of you here.

If the other Lemon, Jim, the new manager, gets half as much out of his squad as we did out of ours the 1968 season will be a dandy.

Thanks and have a ball. Have a bat (the one at your table) at least.

MENU

Seafood Cocktail Supreme

Filet Mignon Rossini

Broiled Tomato

Stuffed with Mushrooms and Wild Rice

Braised Celery

Anna Potatoes

Bibb Lettuce and Watercress

Shoreham Dressing

Baked Alaska with Bing Cherry Sauce

Coffee



THE LINEUP AND BATTING ORDER

1. Invocation by the Rev. Thomas C. Kane, O.P., S.T.D.
2. Welcome, by Merrell Whittlesey, Evening Star, Chapter Chairman.
3. Musical Calisthenics by the U.S.A.F. Pipe Band.
4. The Baked Alaska Revue featuring the Shoreham's Separate Czechs.
5. Introduction of Toastmaster Joe Garagiola* by Morris Siegel, Evening Star.
6. Presentation of James Johnston-James Lemon Award to Paul Casanova by James Lemon.
7. Presentation of Walter Johnson Award to Mike McCormick, San Francisco Giants, by Milton Kronheim, Sr., 16th and Kennedy Street Giants.
8. Introduction of William D. Eckert, Commissioner of Baseball.
9. Ukie Sherin, Commissioner of the Marquee Lounge.
10. Presentation of Bucky Harris Award to Dick Williams, manager of 1967 pennant-winning Red Sox, by Joe Cronin, President of American League and manager of 1946 pennant-winning Red Sox.



UKIE SHERIN

* Mr. Joe Garagiola's appearance was made possible by NBC Sports, Monitor, the Today Show and Mrs. Garagiola.



JAMES M. JOHNSTON JAMES H. LEMON

THE JAMES M. JOHNSTON- JAMES H. LEMON AWARD

to

Paul Casanova

presented by

James H. Lemon

By RUSS WHITE, *Washington Daily News*

Paul Casanova's life is baseball. For his first seven years he lived in a house with a dirt floor and no electricity. There was no money for clothes or much of anything else. Paul Casanova, a poor kid in Cuba, had to make everything for himself.

Very early in life he discovered baseball. He made his own catcher's mitt, his mask, his bats, his uniform, his socks, his shoes and even the baseballs. His mitt was fashioned of cloth, pillow stuffing, string and a careful sewing eye. It took him nearly a day to make the mitt and it lasted him five years. His mask was made of wire, old clothes and tape. His bats were cut down from a very special tree he claims grows only in Cuba.

Now at 26, Paul Casanova is still a kid at heart—totally in love with the sport. He has made it to the major leagues and his enthusiasm for the game has made the Washington Senators a lot easier to watch.

The fans here regard him as their favorite. In the first poll taken for the Senators' most valuable player, Casanova was the People's Choice. Tonight he will sit with other champions in the baseball world and receive the inaugural James M. Johnston-James H. Lemon trophy as the outstanding Washington Senators player of 1967.



WALTER JOHNSON MILTON KRONHEIM, SR.

THE WALTER JOHNSON AWARD

to

Mike McCormick

presented by

Milton S. Kronheim, Sr.

By SAM FOGG, *United Press International*

For the man who came to dinner as an award winner at tonight's banquet, Mike McCormick sure took an embarrassingly long way around to do it from a Washington Senator standpoint. About 13 months ago, the Senators swapped him to the San Francisco Giants for Cap Peterson and Bob Priddy in a little noticed trade. Tonight, Mike returns as a 22-game winner, and recipient of the coveted Cy Young pitching award and the inaugural Walter Johnson award.

For the stylish, likeable lefthander, the trade gave him a chance to go back with the team with which he broke into the majors as a 17-year-old bonus boy in 1956 when the Giants were still operating out of New York's Polo Grounds.

In his two years with the Senators, Mike managed an 8-8 season in 1965 and an 11-14 mark the following year. Back on his home territory of California, he led the National League with 22 wins and only 10 losses, turned in 14 complete games, compiled an earned run average of 2.85 and shut out the world champion St. Louis Cardinals twice.

The Senators brought him back from the minors in 1965, sent him to San Francisco after two years, and now welcome him back as Pitcher of the Year.



BUCKY HARRIS JOE CRONIN

By TOM SEPPY, *Associated Press*

Dick Williams, a rookie who managed ninth place Boston to the pennant, receives tonight the inaugural Bucky Harris Award which is given to baseball's manager of the year.

Confident, he told newsmen after the season: "I had only a one-year contract but I signed a two-year lease on my furniture on a three-year plan." Williams moved up to the Red Sox after winning two consecutive Governor's Cups with the Toronto Maple Leafs, where many of the young Bostonian hopefuls came under his direction.

At 37, he was the youngest manager in the league. During his playing career, he saw action at every position except pitcher and catcher between 1947 and 1964. An arm injury with Brooklyn hampered his throwing so he decided his best chance to stay in the big time was by being versatile.

He played for Brooklyn, Baltimore, Kansas City, Cleveland and Boston, finishing his career with the Red Sox in 1964. Williams was born in St. Louis and now makes his home in Arcadia, Calif., with his wife Norma, and three children, Kathi Jo, 10, Ricky, 9, and Marc 2.

After losing the 7-game World Series to St. Louis, Williams was dismayed but predicted his team "will be even stronger in 1968 and a contender for years."



SAM RICE SENATOR EDWARD M. KENNEDY

By MERRELL WHITTLESEY, *The Washington Star*

The greatest tribute to Carl Yastrzemski's superlative season with the Red Sox is the difficulty in citing the big moment, the clutch contribution, the plays that stood out over all others.

It was a season of big plays, climax hits, of leadership and inspiration provided by Yaz in Boston's incredible rise to the pennant.

There were base hits, fielding gems, and off-field contributions from opening day through the unforgettable Sunday afternoon when Boston won the pennant. This continued through the 7th game of the World Series.

It was Yaz' year, one supported by evidence of the American League's official averages, and by the vote of the baseball writers who named him as the league's Most Valuable Player.

Yastrzemski led in seven departments, topped by the three that earned the triple crown, a .326 batting average, 121 runs batted in, and 44 home runs.

His .523 batting average over the last two weeks, when the wise guys said the Red Sox could not make it, and the seven hits in the final two games were typical of Carl's contributions when the Red Sox were sorely in need of help.

The Washington chapter of the BBWAA is proud to honor Yastrzemski tonight and present an award named for Hall of Famer Sam Rice, a great outfielder of a former era who played the same way.



THE BUCKY HARRIS AWARD

to

Dick Williams

presented by

Joe Cronin

THE SAM RICE AWARD

to

Carl Yastrzemski

presented by

Sen. Edward M. Kennedy





EDWARD BENNETT WILLIAMS

SPECIAL CONTRIBUTION TO BASEBALL AWARD

to
Joe DiMaggio
presented by
Edward Bennett Williams

By SHIRLEY POVICH
The Washington Post

In nominating a recipient for its Special Contribution to Baseball Award, the Washington Chapter of the Baseball Writers' Association of America found its man on the first ballot.

Joe DiMaggio was the only nominee. At the news he was returning actively to baseball as vice president of the new Oakland franchise of the American League, he was the chapter's instant choice for the award.

Seldom in the long history of baseball does a performer move across the major league scene with such impact as did Joe DiMaggio, superlative outfielder, deadly batter with a picture swing, and hero to so many. In any year, he could lead the league also in the Nice Guy Department.

Joe gave the major leagues a 16-year whirl that can be matched only by the very few, and by none of those who were less than the giants of the game. The recitation of his records and batting averages is not necessary to establish the esteem in which baseball fans hold this man of quiet dignity and loud performance.

Nineteen thirty-six was baseball's vintage year when Joe DiMaggio first graced the major league scene. He was the tall, handsome, bashful boy from San Francisco, who despite his exploits in the Coast League, would duck his head and shy away from meeting people he didn't know. When baseball was not the topic, this shy fisherman's son was uncomfortable in any group.

That was in his first year in the majors. The shyness wore off. In Yankee Stadium, with the score tied, the bases full, the count 3-and-2, Joe DiMaggio stood ready to swing, the least self-conscious person among the 60,000 in the park. This was his element, baseball.

Joe played big-shot baseball. But his manner was not big shot. The umpires got less argument from him on their calls than from the powder puff hitters. When he struck out or popped up, there was no temper. Like Babe Ruth, Lou Gehrig, Jimmy Foxx and other super stars of the game, Joe DiMaggio knew that the strikeout or the popup was part of baseball and could happen even to him.

DiMaggio's contributions to the game cannot be measured in terms of the home runs he hit or the great plays he made. More than that, he brought a commanding style to baseball that causes memories of Joe DiMaggio to linger, longer.



THE YANKEE CLIPPER

THE LINEUP AND BATTING ORDER—Continued from page 3

11. Presentation of Sam Rice Award to Carl Yastrzemski by Senator Edward M. Kennedy, a Red Sox rooter also.
12. Presentation of a Special Award to Joe DiMaggio by Edward Bennett Williams, president of the Washington Redskins and the Joe DiMaggio Fan Club.
13. Baseball, more or less, by Mrs. Elizabeth Carpenter,** Mrs. Lyndon B. Johnson's press secretary and baseball's most non-expert.

** Printed copies of Mrs. Carpenter's remarks may be obtained by sending three photos of Ronald Reagan to LBJ Ranch, Johnson City, Tex., USA.

Baseball's...

Most Popular Fan



Vice President Humphrey

Carl Yastrzemski

... when Boston won the pennant on the final day of the season

The Game's...

Funnyman

Friend

Boss



JOE GARAGIOLA
... master of ceremonies



LIZ CARPENTER
Mrs. LBJ's Press Secretary



WILLIAM D. ECKERT
... commissioner

The Opening Game *In Washington* *Is Something Special*



TAFT (1909-1912)



WILSON (1913-1920)



HARDING (1921-1923)



COOLIDGE (1923-1928)

TEN
PRESIDENTS
HAVE
THROWN OUT
THE
FIRST BALL
AT
44 OPENERS
OF THE
WASHINGTON
SENATORS



HOOVER (1929-1932)



ROOSEVELT (1933-1945)



TRUMAN (1945-1952)



EISENHOWER (1953-1960)



KENNEDY (1961-1963)



JOHNSON (1964-)



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