

St. Aug. Falcons Rip Broncos, 26-6, In Homecoming Tilt

Smith Bulls Top Shaw Bears, 14-7 In Homecoming Game

Over 3,000 Cheering Fans Watch Thrilling Encounter

The Saint Augustine's College Falcons ripped the Fayetteville State College Broncos, 26 to 6, in the Falcons' Homecoming football game at Chavis Park here Saturday. Some 3,000 fans were on hand to witness the traditional rivalry.

The Falcons' first score came in the second quarter on a hand off from quarterback Sinclair King of the Falcons to halfback Lawrence Long who went off guard for 5 yards to score. Long also ran the two-point conversion to give the Falcons an eight-point lead.

SCOREBOARD

Editor's Note: Following are some of the scores of football games played around the nation last Saturday, October 24, by major Negro colleges:

St. Augustine's 26, Fayetteville State 6
J. C. Smith U. 14, Shaw U. 7
Md. State 7, N. C. College 0
Norfolk State 47, Livingstone 6
Bluefield 35, W. Va. State 0
Lincoln (Mo.) 32, Ky. State 12
Va. State 39, Hampton 6
Prairie View 21, Ark. A&M 13
Fla. A&M 22, Tenn. State 20
Ala. A&M 30, Knoxville 14
Texas Sou. 40, Wiley 20
Grambling 47, Jackson State 26

Where They Play

Editor's Note: Following are football games of major Negro colleges which will be played around the nation on Saturday, October 31:

Shaw vs N. C. College, Wash. D. C.
Aug at Pitt City (Homecoming)
Alcorn at Ark. A&M (Homecoming)
Benedict at Fla. A&M
Bishop at Dillard
Bluefield at Ky. State
Millersville at Cheyney
Cliff at Fayetteville
Montclair State at Del. State
Dillard at Bishop (Homecoming)
Knoxville at Fisk (Homecoming)
Grambling at Texas Sou. (Homecoming)
Howard U. at Hampton
Jackson at Wiley
Winston-Salem at J. C. Smith
Livingstone at St. Paul's
Md. State at Norfolk State (Homecoming)
Morgan at A&T College (Homecoming)
S. C. State at Bethune-Cookman
Southern at Tenn. State
Va. State at Va. Union

My Neighbors



"Make mine medium rare while I go clean up for dinner."



SPOTLIGHT ON SPORTS

by Charles J. Livingston

BILL VEECK WAS BASEBALL'S GREATEST PROMOTER

CHICAGO (UPI)—World Series time always evokes fond memories of the past, and the 1964 Series, in which the amazing St. Louis Cardinals defeated the haughty New York Yankees in the seventh and final game, vividly reminded this scribe of the year Bill Veeck brought a pennant to Chicago. Veeck, who learned baseball at the feet of his dad when the latter was attached to the Chicago Cubs organization, was without doubt in my mind the greatest promoter baseball has ever known. The game of *Amner Doubleday* may never see another like him.

Starting with the old St. Louis Browns of World War II days, Veeck, brave, courageous and sometimes with a riskiness perhaps derived from his Marine Corps days, dazzled and stunned the baseball world with his many antics and innovations almost up to the day he voluntarily gave up the reins of the Chicago White Sox due to failing health.

But if any period of Veeck's amazing baseball promotional career could be singled out as the most spectacular it must be the year 1959, when Bill kept his promise to "Bring a Pennant to Chicago." That year, under his prodding and manipulation, the Pale Hose, a team then referred to as the "Fighting Wonders," combined good pitching, a stout defense, a nimble running game, but ailing hitting to capture the American League pennant.

That was the first pennant the Pale Hose had won in 40 years, and the feat achieved by the powerless team prompted some baseball writers to refer to it as "The Miracle of 35th Street." Comiskey Park, the "Home of the White Sox," is located at 35th Street and Shields Avenue on the south side of the Windy City.

An idea of the extent of the White Sox feat may be gained from the reaction of some suspicious but otherwise faithful Pale Hose fans this past season. When Al Lopez, the field manager, and Ed Shott, the general manager, kept insisting that the White Sox would win the 1964 AL pennant, some of these fans shook their heads in disbelief and remarked that "Miracles don't happen twice in the same century." It was tantamount to saying that Veeck had achieved nothing less than a miracle with the White Sox.

Veeck aided the White Sox to the AL pennant in '59 with a combination of clever machinations on the field and the unique ability to obtain overwhelming fan support to boost the moral of his scrappy athletes.

With the team expediency was Veeck's forte, as he engineered one quick trade after another to plug loopholes in key positions. But it was off the field that Veeck pulled off his most spectacular but successful stunts.

In promoting the team's popularity at the box office, Veeck used gimmicks of every conceivable sort. He gave away everything

from perfume to gissing females to tickets to future White Sox games.

He had a midgit at the plate—for laughs—; leazy, can-can girls from Chicago's now dormant Ches Pares nightclub prancing behind the plate for the entertainment of fans; and a racket exhibition and western-type rodeo in the outfield. To add to this dizzy entertainment diet, Bill built a scoreboard that screams like a crazy hiena whenever a Sox player clouted a home run. No doubt Veeck felt it was cause for rejoicing when one of his normally tame hitters hit one into the stands.

Anyway, Veeck kept the fans happy and coming back for more. The entertainment spilled over into jazz jam sessions in the stands and an ever-increasing number of special days, such as "Father and Son Day," "School Teachers' Day," "Kiddies Day," etc. Compared to these, the regular "Ladies' Day" was a tame affair.

At the end of each game, Veeck lit the skies around Comiskey Park with fancy fireworks that delighted the kiddies and old timers, too.

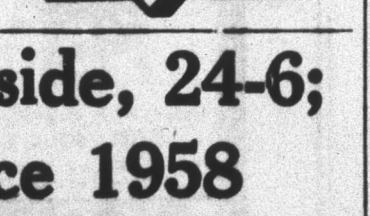
And while Veeck was playing the promoter's hand to the hilt, he was not averse to going out on the limb. On signboards at key locations of the city, he boldly emulated the Folger coffee people with the promise: "I will bring a pennant to Chicago. The move could have backfired, but it didn't, and Veeck had achieved the unbelievable once more.

The White Sox, with Veeck screaming encouragement, clinched the '59 pennant in a series with the Cleveland Indians on the shores of Lake Erie, and the team and its promoter came home to a chain of victory celebrations unprecedented in the city's baseball history.

There were long and colorful parades downtown, the traditional reception at city hall, cocktail parties, including a lavish champagne affair at the LeSalle Hotel for sports writers, and many pre-Series asperses at the ball park itself, all masterminded by the crafty Veeck.

The lone setback Veeck suffered that year came when the Los Angeles Dodgers, the National League champs, defeated the Pale Hose in the World Series, 4 games to 1.

The following years, Veeck was cooking up more promotional schemes for the entertainment of his "beloved fans" but he was stopped short when an ailment—resulting from the loss of a leg he had given up in cause of freedom on the battlefield during WW II—forced him to sell his controlling stocks in the White Sox and retire, on doctor's orders, to a quiet town in Maryland, his baseball fame behind him.



Shaw's Robert Tinnin Gets Lone Score At Charlotte

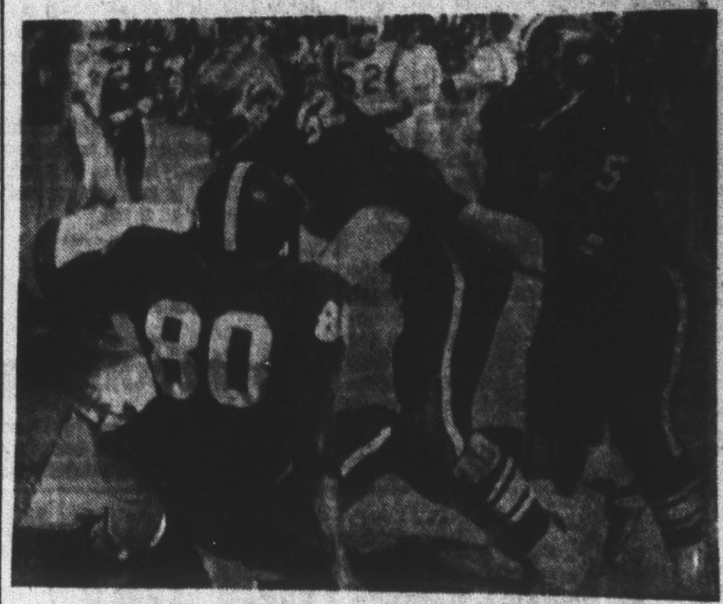
CHARLOTTE—The Shaw University Bears of Raleigh were defeated by the Golden Bulls of Johnson C. Smith University, 14-7, Saturday, October 24, before an estimated 4,000 homecoming crowd. The Bulls got going from the first quarter and played with great determination all the way. The first quarter saw the Bears lose the ball on an interception after receiving the punt, and the Bulls immediately took advantage.

Smith then advanced to Shaw's 36-yard-line due to the yard gaining of their ace halfback, Allen Cole from Richmond, Va. Moomman drive. Debrass went over for the touchdown. Holdings kicked the point after touchdown. The Bulls scored again at the end of a 30-yard drive. Debrass went over for the touchdown and Holdings again kicked the point after touchdown.

The Bears then returned on the attack in the third quarter

and scored resulting from a fumble by Smith. The Bulls fumbled on the Bears' 20-yard-line and Walton and Company immediately moved across into Smith's territory. James Snow, end for Shaw, snatched a long pass from Walton at about the 30-yard-line of Smith and moved down to the 7. Robert Tinnin, a Shaw halfback, went up the middle for the touchdown. Ronald Seawell kicked the point after touchdown.

For the Bears, Walton, Lanue Johnson and Tinnin played a great offensive and defensive game along with James Howard, Art Bridges and Billy King. The Bears' record now stands at 1-3-1, as they prepare to journey to Washington, D. C., to tangle with the North Carolina College Eagles of Durham in the Capitol Classic, Saturday, October 31. Game time is 8:30 p. m.



FALCONS STYMIE-BRONCOS — The Saint Augustine's Falcons held the Broncos to short yardage gain Saturday in their Homecoming game at Chavis Park. Edward Chester, Theodore Brown, and Rufus Harte hold ball carrier in middle of line before he gains yardage. (See story).

Football Game Could Determine Cham'ship

GREENSBORO—The A & T College Aggies and the Morgan State College Bears will collide this weekend in a football game which might determine the CIAA championship.

The game, the homecoming event for the Aggies, is slated for the Greensboro Memorial Stadium on Saturday, October

31, with kickoff set for 1:00 p. m. The two-teams are the lone powers undefeated in the CIAA play. Morgan enters the game with a clean 4-0 record, favorites to cop the conference title.

The Aggies, with a 2-3-1 record, have two conference wins and a conference tie. Their losses come at the hands of non-conference foes.

Va. State Topples Hampton In Homecoming Game, 36-6

PETERSBURG, Va.—Eddie Golder, Virginia State's pint-sized quarterback, unleashed a vicious aerial assault on Hampton Institute's hapless Pirates to capture a 36-6 Homecoming victory in Rogers Stadium last Saturday.

Golder's "golden" arm was responsible for five Virginia State touchdowns and continuously thrilled a crowd of 1,500 with both long and short point passes to split end Lin Hart and flanker back Earl Rainey.

State scored early on a 50-yard pass from Golder to Rainey. Hart's attempted pass failed.

On the next Virginia State series, Golder whipped a bomb to Hart, who outstepped several Hampton defenders to score on a play that covered 49 yards. Hart's kick was good for the conversion.

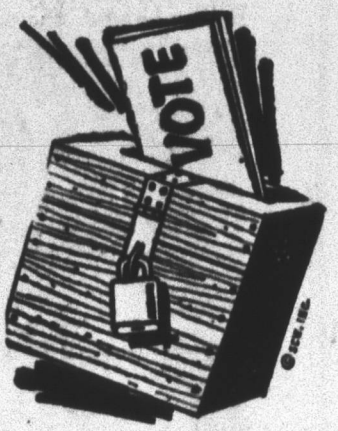
A ten-yard Golder-Hart scoring pass capped a 93-yard VSC mark early in the second period.

Two plays later, guard Willie Ritter, a 158 pound mighty mite, intercepted a Hampton pass on the Pirates' 25, and it took seven plays for a five-yard Golder-Rainey pass to score.

Hampton tallied just before the half ended on a nine-yard pass from Carey Hughley to Charlie Smith. The attempted pass for the conversion was no good.

State held a 26-6 halftime lead. The Trojans continued their offensive march by scoring in five plays after Hampton kicked off to

open the second half. Hart was on the receiving end of a 10-yard Golder touchdown pass and added the conversion from placement.



IMPORTED RARE SCOTCH



\$4.25 for 4.15 oz

Homecoming

A&T AGGIES
—vs—
MORGAN STATE COLLEGE BEARS

SAT. OCT. 31

Kickoff 1:30 P. M.
Greensboro Memorial Stadium

That Night... Homecoming Ball
Music by LIONEL HAMPTON AND HIS ORCHESTRA
Charles Moore Gymnasium

Little Blues Dump Hillside, 24-6; First Victory Here Since 1958

The "fired up" Little Blues of the J. W. Ligon Junior Senior High School accomplished a feat they hadn't been able to do here since 1958. They soundly trounced the Hornets of Durham's Hillside High School, 24-6, as 5,000 widely cheering fans looked on, Friday night at Chavis Park.

Ligon also whipped Hillside last year in Durham, but was aided by the late great quarterback, "Pat" White.

The Pete Williams-coached eleven scored in each quarter and held Hillside to a lone touchdown late in the third period. It came on Owen Coward's 16-yard scoring sprint.

Ligon's quarterback Larry Graham, back to work full time after an injury earlier in the season, opened up Raleigh's scoring with a 23-yard scoring pass to end James Robinson.

Alfredo Hicks, a co-captain, and Bruce Lightner combined to block a Durham Kick, setting up the Blues' second tally. Robinson scored again, by picking up the pigskin and running into the end zone. Electrifying the crowd was Xavier Artis, who returned to the bench with injuries for two weeks. He added six additional points to the score board when he scooped up a Hillside punt on the Ligon 15 and roared 25 yards for the score.

conference game Friday night at 8 p. m. at Chavis Park.



A HAPPY COUPLE — New York: St. Louis Cardinals' pitching ace Bob Gibson and his wife, Charlene, happily take possession of a 1965 sports car (Chevrolet Corvettes) Oct. 19th. Sport Magazine awarded the car to Gibson as their editors' choice as the most outstanding player of the 1964 World Series. Gibson won two games as the Cardinals defeated the Yankees in the Series. He also tossed a record total of 31 strike outs. (UPI PHOTO).

HOMECOMING

FOOTBALL

SHAW UNIVERSITY VS HAMPTON INSTITUTE

SATURDAY NOV. 7

Kickoff 1:30 P. M.

Chavis Park

Raleigh, N. C.

GEN'L ADMISSION \$2.50
Advance \$2.00
Students \$1.75

It's GOOD

Add Extra Points to Your Full Social and Sports Calendar by Making Shaw's Homecoming a Must on Your List!

HOMECOMING

HALFTIME FESTIVITIES • SEE OLD FRIENDS • PARADE • SOCIAL AFFAIRS • COME BACK "HOME"