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BASEBALL'S BILL VEECK SPEAKS MONDAY AT U.M.

MISSOULA, MONT----- Baseball's "incorrigible maverick," Bill Veeck, the former owner of three major league teams, will speak at the University of Montana Monday, April 7, at 8 p.m. in the University Center Ballroom.

Veeck has a team-winning record that baseball fans will never forget. When he took over the Cleveland Indians, they went to win the American League pennant and the World Series in 1948, setting an all-time baseball attendance record of over 2½ million. He also achieved an American League "first" by hiring a Negro outfielder, Larry Doby. Later he brought in the oldest rookie in baseball history, the 48-year old Negro pitcher Leroy (Satchel) Paige.

After selling the Indians and the Browns, Veeck bought into the Chicago White Sox, another team that won the American League pennant for him in 1959. The Chicago Cubs and Milwaukee Brewers are two other clubs with which he has been associated.

A promoter with a flair for entertaining the fans (he introduced the exploding scoreboard), Bill Veeck now devotes much of his time to writing. An injury received as a marine in World War II cost him a leg but dampened none of his enthusiasm and energy. He makes frequent appearances on ABC-TV's "Wide World of Sports" and also has a syndicated five-day-a-week radio show of sports comment, "Bill Veeck Views The World of Sports." His syndicated column and book reviews appear in

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newspapers throughout the country. The Saturday Evening Post, Esquire, Sports Illustrated and Reader's Digest are but a few of the magazines that have carried his by-line.

Also an author, Veeck has published an autobiography, "Veeck--- As in Wreck," and (with Ed Linn) "The Hustler's Handbook," a colorful and entertaining book on baseball and promotion. He has a well-earned reputation as an outspoken critic of "stodgy" baseball management.

Veeck's appearance on campus is sponsored by A.S.U.M. Program Council.