

Cash Like \$\$ In Bank For Tigers In Flag Drive

If Norm Cash still is with the Detroit Tigers next season—and the indications are that he will be—manager Mayo Smith is going to take him aside in April and have a friendly chat, which will go something like this:

"Hey, Norm, just forget that this is April. Get into your head

that this is July... that we have just begun our season following the All-Star break." Silly talk? No, sir.

The Cash hitting story in the first three months of every season seems to provide major history. He just doesn't hit. Then after the All-Star game, he comes alive and becomes one of the hottest hitters in baseball.

That's the way it has been again this season.

THINGS GOT so bad in the early going, manager Smith tried three and four different players at first base.

He never used Cash when there was a lefty serving 'em up for the opposition.

That was Pre-A-S.--Pre-All Star time.

Since the July break, Cash has found himself in his average steadily has swung upward.

His latest average showed only .246, which isn't much. But, one must remember that there was a time when for a great period this season he was below .200.

Manager Smith now has such confidence in Cash, that when a lefty works against Detroit, Cash is in the lineup.

THE BOOS have disappeared, too. So has some of the talk that the Tigers won't protect Cash when the expansion draft rolls around at the end of the season.

Cash can't explain his early-season batting blues.

"Maybe I should see a psychiatrist," he says... and he's not laughing.

Cash had one of his biggest days of the season Saturday when he socked out five hits as the Tigers blew an 8-1 lead before recovering to beat Boston, 10-9, in 11 innings when Bill Freehan slugged a game-winning homer.

The victory followed on the heels of Denny McLain's 4-0 shutout that brought him his 25th victory of the season

against only three defeats.

McLain also set a record for Tiger first-handed pitchers when he pitched past the 201 strikeout mark previously set by Jim Blevins.

THAT WAS the game in which McLain probably recorded his best inning of the season. Boston had a runner on third and second with one out.

McLain proceeded to fan, in order, Dalton Jones, Carl Yastrzemski and Ken Harrelson. Detroit was leading at the time, 2-0.

Thanks to a two-run homer by Kaline, Jones singled a three-run homer to give Boston a 4-1 victory. But the Tigers maintained their recent mark of winning 10 out of every three games.

When they came out for a four-game series with Chicago, that ends with night games Wednesday and Thursday, the Tigers in a second-place Baltimore combination of 32 Detroit victories and Baltimore defeats.

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Ford Announces Appointments To Major Posts

Three major executive appointments have been announced by John Naughton, vice president of Ford Motor Company and general manager of Ford Division.

Gordon B. MacKenzie, formerly general sales manager of the division, has been named to the new position of general marketing manager, with responsibility for directing the advertising, merchandising and marketing product plans offices.

William A. Heller, formerly general sales manager of Auto-Lite-Ford Parts Division, has been named general sales manager of Ford Division. William P. Benton, formerly merchandising manager, has been named to the new position of executive

assistant for dealer affairs. John S. Snyder, who has served as dealer relations manager since August, 1962, will assist Benton as dealer relations consultant until Snyder retires at age 65 in December, 1968.

The Tiger Schedule

WEDNESDAY—Chicago at Tiger Stadium, 8 p.m. (WJR).
THURSDAY—Chicago at Tiger Stadium, 8 p.m. (WJR).
FRIDAY—At New York, 8 p.m. (WJR).
SATURDAY—At New York, 2:15 p.m. (Ch. 2 and WJR).
SUNDAY—At New York, 2 p.m. (Ch. 2 and WJR).
MONDAY—Chicago at Milwaukee, 9 p.m. (WJR).
TUESDAY—At Chicago, 9 p.m. (WJR).



FASTENING STICKER on car which tells of the dates of the annual Plymouth Fall Festival is Mrs. Connie Bourneis, of the Plymouth Symphony League which sponsors the Antique Mart, one of the highspots of the four-day event. The Festival opens on Sept. 5 and continues through Sept. 7.

Police Pick Training Leader

Martin R. Gardner, Sr., 31, of Flint, who has been with the Flint police department since 1966, has been named executive secretary of the Michigan Law Enforcement Officers Training Council.

Gardner's selection from among 20 candidates was announced by Col. Fredrick E. Davis, State Police director and council chairman.

Gardner succeeds Noel Bufe, who was picked in 1966 as the first secretary of the council, and will shortly take over his new duties. Bufe about a year ago was appointed by Governor Romney to be the first executive director of the new Michigan highway safety program.

While with the Flint police Gardner has worked in the various activities of patrol, traffic, planning and research, undercover and special investigation.

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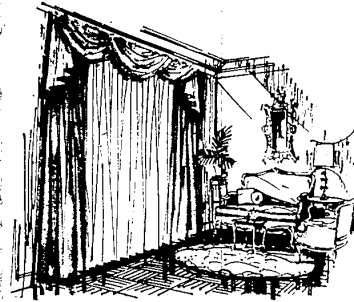
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