

Mickey Mantle's *Holiday Inn*

This is not just any old Holiday Inn, this is the Mickey Mantle Holiday Inn. The baseball hero to millions was part owner in the 1960s. "See the Dugout and Mickey's Trophies" is what it says on the marquee, below. The Dugout was the name of the cocktail lounge. Besides lending his name to the monumental motel sign, and receiving a share of the profits, Mantle also contributed to the business by coming up with the slogan for the fried chicken served there in the restaurant: **CENSORED** [Ed. *Too bad it's X-rated; I can't run it, but it's funny!!*] Hard to believe but they actually used the slogan anyway.

The hotel closed down years ago and reopened across the freeway.

Besides Elvis, the Holiday Inn is the most famous name to ever come out of Memphis, Tennessee. The now world-wide chain began there in 1952. The movie, *Holiday Inn*, starring Bing Crosby inspired the name. It has a nice ring to it and sounds much better than Holiday Motel. [<http://www.godblessamerica.com/2004-05-21/>]

Mickey Mantle in "The Dugout" at his Holiday Inn



As a side note, Mantle, although a hero and idol to millions of kids, myself included, was a mess in his personal life. He lost his fortune in bad business investments (and this Holiday Inn may have been one of them); he was unfaithful to his wife (many times); he, his wife, and all of his children became alcoholics, and he died of alcoholism.

