**Paper: Morning Call, The (Allentown, PA)**

**Deceased: DON DIX, 71, EX-MERCHANTS BANK EXECUTIVE, GENERAL MANAGER OF ALLENTOWN CARDINALS**

**Date: June 3, 1996**

Don Dix, 71, of 18 Sunny Ridge Drive, Asheville, N.C., a former bank executive and general manager of the former Allentown Cardinals, died Saturday at home. He was the husband of Edna Mae (Brabban) Dix, an associate editor of the former Sunday Call-Chronicle.

A graduate of the School of of Financial Public Relations of Northwestern University, he worked for the former Merchants National Bank, Allentown, for 28 years until retiring as executive vice president in 1985.

He joined the bank as director of public relations in 1956. He was named administrative vice president of marketing and personnel in 1967, senior vice president in 1968 and his final position in 1971. He directed and edited the bank's 1975 annual report, which won a "Best of Industry Award" in a national competition sponsored by Financial World magazine.

Before joining Merchants, Dix was president and general manager of the Allentown Cardinals, a minor league baseball team owned by the St. Louis Cardinals. He was also general manager of Breadon Field, the Allentown team's home stadium, and Cardinal-owned clubs in Johnson City, Tenn.; Fresno, Calif.; Pocatello, Idaho, and Omaha, Neb.

In 1954, he received a citation for his services to youth from the Department of Pennsylvania, American Legion. In 1955, he was elected vice president of the Class A Eastern Baseball League.

Before becoming a manager, Dix played professional baseball from the age of 16 until a foot injury forced him to retire in 1946. Beginning with Bluefield in the Appalachian League, he also played with teams in Roanoke, Va.; Utica, N.Y.; Wilmington, Del.; Batavia, N.Y., and Marion, Ohio. After being injured, he did a stint as sports editor with a newspaper in the Beckely, W.Va., area.

Born in Sandstone, W.Va., he was a son of the late Fred G. and Joy (Gunnoe) Dix.

Active at the international level of the Bank Public Relations and Marketing Association, a national trade group, Dix was a member of its board of directors for three years and treasurer for two. He also served on the association's educational and research councils and research committee, and read theses for its school.

He served on the marketing committee of the Pennsylvania Bankers Association, 1971-72.

Dix was a director of the Easton National Bank and Trust Co. and Pennsylvania Blue Shield and a member of the executive committee of the Pennsylvania Economy League, Lehigh Valley Chapter.

He was president of the Allentown-Lehigh County Chamber of Commerce, 1968-69, and a past president of the Allentown-Bethlehem Sales and Marketing Executives Club.

He was elected president of the Lehigh Valley Public Relations Club in 1958 and listed in Who's Who in Public Relations in 1959.

He was a director of Park & Shop Inc., the Industrial Development Corp. of Lehigh County, Lehigh Country Club, Lehigh Valley Social Service Exchange and United Way in Lehigh County. Also, American Red Cross, Lehigh County Chapter, receiving a citation for his work as chairman of the 1958 fund campaign, the Lehigh Valley Crippled Children's Society and American Cancer Society, Lehigh County Chapter, serving as chairman of special gifts for the 1967 Cancer Crusade.

Dix was co-chairman of the United Way major firms division in 1963 and chairman in 1964, chairman of the Pennsylvania State University advisory board for its new Allentown campus in the early 1970s and past president of the Muhlenberg College Board of Associates.

He served on the board of trustees of Parkland Library; the executive committee of Citizens for Lehigh County Progress, and the Call-Chronicle Newspapers scholarship committee. He chaired the committee for the dedication of the new Allentown City Hall building in 1964.

An avid golfer, Dix was a past chairman of the Mary Ellen Tournament, an annual event held at Twin Lakes Golf Club to benefit Easter Seals. He won low gross honors in the 1985 Lehigh-Northampton County Golf Association Seniors Championships at Brookside Country Club. In 1988, he won the Florida Association of Left-handed Golfers championship in Sun City, Fla.

In 1982, Dix was named a Distinguished Pennsylvanian by the William Penn Committee. The same year, he received the Distinguished Service Award from the Allentown-Lehigh County Chamber of Commerce. He was honored as a distinguished Allentown leader in 1970 and Lehigh Valley leader in 1980.

He was a member of Central United Methodist Church, Asheville.

Survivors: Wife; brother David of Beckley and sisters, Norma Jean Gunter of Parkersburg, W.Va., Wilma Dean Fisher of Titusville, Fla., and Rosemary Bosley of Centreville, Va.

Services: 11 a.m. Wednesday, Morris Funeral Home, Merrimon Avenue, Asheville. Call 7-8 p.m. Tuesday.

*Author: The Morning Call*

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