

YANKS FANS FIRE

Pinstripes have seen mud before

YOU have to be pushing 50 to really remember a time when it used to be this way all the time, when the men who own and operate baseball teams held the golden hammer tight within their desperate grasp and took great delight in using that leverage to squeeze even their most beloved players dry of nickels and shekels.

Yogi Berra, that most iconic of Yankees, described those bad old days to me once.



Mike Vaccaro

"They would tell you what they were gonna pay you," Berra said a few years ago, over at his museum in Montclair. "Then you would say, 'I'd really rather make a little more.' And they'd say, 'No, this is what we're gonna pay you.' And then you could either take it or get a real job. And none of us ever went and got a real job."

What the Yankees are doing to Derek Jeter now is nothing new in the scrapbook or the playbook of baseball management. They did this to Babe Ruth. They did this to Joe DiMaggio. They did this to Mickey Mantle. So maybe it's right that as 2010 readies itself to hand a baton over to 2011, the Yankees would do this to Derek Jeter, too. For years we have included him in that lineage for all he has accomplished on the field.

Now, he gets to taste what life as an icon was like off the field, too.

Especially in the winter, which always has been the coldest time of all.

Mantle found this out in 1959. For the sin of hitting .285, slugging 31 homers, driving in 75 runs, Mantle received a contract offer from general manager George Weiss for 1960 that called for a \$17,000 cut from his '59 number of

You said it!

A look at some of your comments at nypost.com regarding contract negotiations between the Yankees and Derek Jeter:



N.Y. Post: Charles Wenzelberg

\$72,000. When The Mick shared his distaste for being treated this way with the fellows in the press, Weiss — tell me if this sounds a tad familiar — decided to present his own less-than-subtle take on matters to the world.

"We have been pampering this boy for nine years, and I think it's about time he acted like a man," Weiss said. "This is the year Mantle must learn the facts of life. He must learn he can't bulldoze us

into meeting his terms. He must come in and talk over everything reasonably."

Weiss didn't invite Mantle to shop his services elsewhere — mostly because he couldn't — but he might as well have done that.

Then Weiss strong-armed Phil Rizzuto, one of his broadcasters, formerly one of Mantle's teammates, to back him up.

"Without baseball," Rizzuto said, "Mantle would be a has-been

instead of a right-now."

Nice. Wonder if Paul O'Neill or Tino Martinez would do some of Hal Steinbrenner's bidding if he asked them?

See, that's the way things were. And you know something? Mantle wound up "winning" that battle, if you consider the fact he wound up "only" having to accept a \$7,000 cut. So those people in the media and elsewhere who think Jeter is somehow being rendered

a helpless victim by this hard negotiation — regardless of how vast the chasm between the parties might be right now — might want to rethink that position.

Imagine if DiMaggio still were alive. Because as ugly as Mantle's rift with the Yankees was in '59, it was an exchange of love letters compared with what Col. Jacob Ruppert had in store for DiMaggio in 1938. DiMaggio had one of the most extraordinary seasons

IS HOPPIN' IN NYC

Black Friday a hit as door stormers load up on deals

By KEVIN FASICK,

JOE WALKER and TIM PERONE

Bargain hunters across the city, braving the cold and rain for hours to find the best deals, bought more electronics, clothing and jewelry than they could carry out of the stores yesterday on what analysts said could become one of the best Black Fridays on record.

Mike Chery, 26, had trouble loading his three brand-new 50-inch Viera TVs from the Best Buy in East Harlem into his pal's SUV, so he had to put one in a cab to get home.

He was one of the first shoppers in the store, which opened at 4 a.m., and snagged the flat screens for \$700 each — saving a total of about \$1,000.

"Note the large smile on my face," he said.

He managed to stuff two of the TVs into his friend's Ford Explorer, but with no room to sit, he had to put the other one in a cab to get back to his Harlem apartment.

Ethan Smith, 23, started his day before dawn at a Target in Brooklyn, where he dropped \$170 on DVD box sets of television series like "House," "Big Bang Theory" and "Eastbound and Down" as well as a flat-bread toaster oven.

After saving \$267, he made his way to the Best Buy in Union Square, where he continued his one-day splurge, picking up two cellphones that were discounted \$50.

"Black Friday is about opportunity," the Queens resident said.

"These deals are hard to pass up. It's a chance to ball like Donald Trump without having Donald Trump money."

Legions of eager shoppers also lined up at Macy's in Herald Square for its 4 a.m. opening.

Bianca Varela, 27, of Dyker Heights, Brooklyn, bought Monet Fashion bracelets and earrings for the bridesmaids in her upcoming wedding, spending \$250 on the baubles — but

saving more than \$150.

She also picked up a Christmas present for her mom — a DeLonghi coffee maker for \$73.99, marked down from \$159.99.

"It was a pretty good bargain," she said.

Josie Remese, 52, came all the way from Edinburgh, Scotland, to shop around the city this weekend.

She picked up three Guess handbags for her daughters and daughter-in-law.

"I saved almost \$300!" she said.

Retail analysts were just as overjoyed, saying the early sales numbers would not only likely exceed last year's tally but could be the best ever.

"This is shaping up to be one of the biggest Black Fridays we've ever seen," said David Bassuk, a managing director at consulting firm AlixPartners.

And a study for the National Retail Federation said as many as 138 million people were expected to open their wallets this weekend, more than a 2 percent jump from last year.

One of the reasons for the increase, experts said, is that shoppers are more likely to buy goodies for themselves this year.

Among them was Manhattan resident Robin Kassas.

The 50-year-old started her marathon yesterday at the stroke of midnight by spending \$500 on herself at Forever 21 in Times Square — while also saving \$500.

She then headed to Burlington Coat Factory in Chelsea for its 5 a.m. opening and later planned to stop at Macy's, JCPenney and H&M before finishing her 16-hour day.

Additional reporting by Erin Calabrese, Shari Logan, Annabelle Nyst and Annais Morales with Post Wire Services

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More in Biz / P. 19

Post reporter Vinita Singla hit the shops on Black Friday to put together a great outfit, and she found some great bargains:

SWEATER: Fuchsia cashmere crew-neck cardigan from J. Crew: normally \$158. She paid \$118.51 (25 percent discount, savings of \$39.49)

REGULAR PRICE \$158
SALE PRICE \$118.51

BRACELET: Crystal Pave elastic bangle from J. Crew: normally \$39.50. She paid \$22.12 (\$10 off plus 25 percent discount, savings of \$17.38)

REGULAR PRICE \$39.50
SALE PRICE \$22.12

RING: Zimmerman Day Ruby Stone ring from BCBG: normally \$38. She paid \$19 (50 percent discount, savings of \$19)

REGULAR PRICE \$38
SALE PRICE \$19

PANTS: "A"-pocket flare-leg jeans by 7 for All Mankind: normally \$198. She paid \$118.80 (40 percent discount, savings of \$79.20)

REGULAR PRICE \$198
SALE PRICE \$118.80

EARRINGS: Banana Republic "Ginger Glam" faux pearl earrings: normally \$45. She paid \$27 (40 percent discount, savings of \$18)

REGULAR PRICE \$45
SALE PRICE \$27

NECKLACE: Banana Republic "Ginger Pearle Tassel" necklace: normally \$49.50. She paid \$29.70 (40 percent discount, savings of \$19.80)

REGULAR PRICE \$49.50
SALE PRICE \$29.70

BLOUSE: Diane von Furstenberg floral print silk and viscose blouse: normally \$198. She paid \$118.80 (40 percent discount, savings of \$79.20)

REGULAR PRICE \$198
SALE PRICE \$118.80

BAG: Express navy-blue clutch: normally \$24.90. She paid \$17.43 (30 percent discount, savings of \$7.47)

REGULAR PRICE \$24.90
SALE PRICE \$17.43

BOOTS: Calf-length blue suede boots by 7 for All Mankind: normally \$425. She paid \$255 (40 percent discount, savings of \$170)

REGULAR PRICE \$425
SALE PRICE \$255

NORMAL PRICE \$1,175.90
VINITA PAID \$726.36
SAVINGS OF \$449.54!

