THE NATIONAL OBSERVER



The big night in Atlanta when baseball officially came to town. At right are the new home-town Braves with the Pittsburgh Pirates.

The Sports Observer Watches the Braves Go to Bat in Atlanta

Baseball Moves Into Dixie in the Fight of Its Life

DABCUDANI FAM *LILANDA* Forme subject of cockain-board on the observed former subject of cockain-board on the observed and the observed of the observed on the observed output it with the subject on the observed the observed on the observed on the observed set of the subject on the observed on the observed observed on the subject on the observed observed on the observed on the observed on the observed observed on the observed on th

sague teams, the virgin baseball land. A Court Ultimatum When the ex-Boston, ex-Milwaukee traves made their move south. It was in the midst of what may be the greatest attie organized baseball has ever known, thans, wiencean Circuit Judge Elmer P, Roller ruled they had violated state nitrus; laws and must return to Mil-vaukee after May 17 unless the National eague agreed by noon May 16 to expand ext ear and put a team in Milwaukee. Baseball answered that the tudge down

next year and put a team in Milwaukee. Hasehall answered that the Judge does not have the jurisdictional power to force-basehall to return, and pointed to a 1922 ruling by the Supreme Court that base-ogil nas certain invinuations from andi-trust ilanlity. The Braves plan to appeal, and the case may go all the way to the U.S. Supreme Court. Before it's over, the case could affect all professional baseball as it's now structured. Even as Unden Zolae was multing the

case could allete all protessional pasteonia as it's now attructured. The second second second second second participation of the second second second gave Wieconsin all it had asked for, the gaves made the move a fait comorphic gaves made the move a fait comorphic amidist an orderly but enthusiastic wei-come. It was the city's blogest organized celebration since the world premiere of *Gone With the Wind*, the South's side of the Cityi War, in 1938. There were recep-tions attended by to baseball officialis and local political leaders, too many cocktail parties to keep up with, and a parade viewed by a crowd estimated by police at 20,00 but nearer 100,000. Amidst all the hullabaloo, however, many an Atlantan voiced private misefy-ings about baseball's future here. Will the successful I really dow knowt was the almost invariable reaset. A Dwinding Crowd

A Dwindling Crowd

A Dwindling Crowd The crowd of 5971 at the cly's beau-ul year-old stadium on opening night uided some knowledgeable baseball thuisiats. But many more speciators ere there simply because it was a land-ark in their proud city's history. The mwas ago done (the Braves lost to geth inning, with the scores in diolocked at geth limit, with the score in diolocked at the following network at endlocked at the following network attendence was

The following night, attendance was down, as might be expected. After all, there is only one opening night. However, the size of the crowd was down far more than might have been expected: 12,721 in an \$18,000,000 stadium that seris \$2,000 for baseball and \$5,000 for football.

A crowd of only 11,000 for a pre-season ibition with the World Champion Los geles Dodgers prompted a sarcastic



Crackers weren't in the major leagues. The Ticket Sale As of law week, only 4000 season tick-tak and the season tick and the marked the Palona who aren't even it have any the opening day for season-ticket sales, Palona officials were swamped with 7,000 requests for the eight-game 364 ticket. By continuous Eve the sale was closed at yourst same in the bring seasons by a uiding team, while in the Braves they have a potential penant winner. The long little legal war with Mil-

music expect several losing seakons by a building team, while in the Braves they build a period of the Braves' ownership downership obvious the second secon

614. Totikical Repercursions The delay, which threatened to drag out indefinity in the courts when Mil-baraves' stadium contract expired, also jeopardized Mayor Aller's political acarect. His opponents called the stadium "Allers' white Elephant," and a political storm en-sued before the 1956 election. But he sur-vived, as did the Braves in Milwaukee. Mr. Allen had first run for mayor to his in pincing great aftress on the need for william B. Harstrield, had blocked such as a full operation operators, takea Milware.

ling-station operators, taxicab drivers garbage collectors," Hartsfield onc



To Mayor Allen and Atlantans, civic pride is akin to motherhood.

8

It's a happy day for Marcia Platt, the Dogwood Festival queen. competition-may hurt he Fraves. The nearest American League team is in Wash-ington, 60 miles away, and the closest National League team is Choinnait, 400 miles distant. In Milwauke, the Braves Chicago, 60 miles distant. Atlantant don't bear much emotion for or against any other city in the league. Such rivatires may develop. Tradition such rivatires may develop. Tradition studies all here in the Deep South, any port for the Braves as power see attendance here to make the 23.5% who lurned out a Milwaukee in 1907.

Room to Draw From

Wet Winners

said. "I don't like to go to baseball games. They [the fans] boo me."

Sports enthusiasts had chafed under this pronouncement, and knew Atlanta could not get a professional football team -beir long-cheriabed dream-unless a baseball team came along to share the rent. And they believed no major-league team would come to town unless there was a new stadium.

was new stadium. Allen, a shrewd businesaman and for-mer Chamber of Commerce president, knew this. He also knew that a major-jorus stadium would estimate Atlantic the vast preside, Atlanta would get more visitors. More visitors mean more money, more money meant more tax revenue, which can be used for other civic im-provements.

Well-Heeled Help

Well-Heeled Help A recent Chumber of Commerce study estimated that Ban Francisco fans speat Sti 271.00 directly and Iodirectly in 1631 watching the Glants atlain third place in the National Leasure. Half the money came from out of town. Using a formula sug-gested by the Federal Reserve banks, which estimate each dollar changes hands 20 times in a given area, the chamber calculated the turnover as \$353,880,000.

calculated the turnover as \$238,880,000. Allen was the driving force for build-ing the new stadium, but he had some well-heede heip. Mills B. Lane, persider of the Cilizens and Southern Bank, put up about \$700,000 of his own momey in the early stages, and Arthur L. Moni-gomery, president of the local Coca-Cola franchise, became head of the Atlanta-Fulion County Recreation Authority, the organization that eventually got the proj-ect moving.

ect moving. "If we don't build a stadium, it is going to damage seriously our cly's growth." the mayor told a meeting of city, county, and state officials in seeking their help. "To give Atlanta its proper place in the national picture, we must have major-league sports, and this is the way to get it done." There were no dis-senting votes.

are unemployed. It is also the Southeast's leading busi-ness and educational center. Georgia Tech, located here, is a percential football power, and its gridinon successes over the decades have wheted the area's appetite for football. Graduates from many of Tech's opponentis live in the area's and Grant Field in Atlanta to see their alma maters such as Georgia, Albama, Au-burn, and Tennessa Reading, Albama, Au-burn, and Tennessa Reading, Albama, Au-backets. Lack of this factor-regional





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Auerbach, it's the end of the line, He's retiring: Auerback, it's the end of the line, He's and the section of the section of the Auerback and the section of the the section of the section of the section of the the section of the section of the section of the the section of the section of the section of the the section of the section of the section of the the section of the section of the section of the the section of the section of the section of the the section of the section of the section of the section of the the section of the section of the section of the section of the the section of the the section of the

The year Rete the year of Liss Aspense. Lucas of Cincinnat. • Graustark, John Galbreath's un-beaten 3year-old and leading contender for this year's Kentucky Derby, ran his for this year's Kentucky Derby, ran his for this year's Kentucky Derby, ran his tory, this time at Keeneland, in Lexing-tory, this time at Keeneland, in Lexing-berty contenders raced has week. Priceless Gem. Mrs. Ethel Jacobst filly, showed her was back at the top of her form. She was length, but the Aquedick by us length, but restored the top burping an-



was disqualified for the Claiborn horse early in the race. Claiborn ' Moccesin, the 1965 filly champlor er first start of the season after mistories last seaso eight consecutive victories when jockey Larry Adams i to get blocked behind four o in another race at Keeneland



boldly elegant

"office" spittoon

WILL YOU SMOKE MY **NEW KIND OF PIPE...**







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Page 17

