



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

Atlanta. Football is THE sport in Atlanta. It is the prime subject of cocktail-hour conversation...

However, as much as southern fans love football, they reluctantly admit that it isn't a year-round sport. In the winter, they watch basketball...

Major-league baseball has for several generations been a big—perhaps the biggest—sport in the East and Midwest...

A Court Ultimatum. When the ex-Boston, ex-Milwaukee Braves made their move south, it was in the midst of what may be the greatest battle organized baseball has ever known...

Baseball answered that the judge does not have the jurisdictional power to force baseball to return, and pointed to a 1952 ruling by the Supreme Court...

Even as Judge Ruler was putting the finishing touches to his ruling which gave Wisconsin all it had asked for, the Braves made the move a fait accompli...

Amidst all the hullabaloo, however, many an Atlanta viewer private musing about baseball's future here. "Will it be successful? I really don't know"

A Dwindling Crowd. The crowd of 50,671 at the city's beautiful year-old stadium on opening night included some knowledgeable baseball enthusiasts...

Political Repercussions. The delay, which threatened to drag out indefinitely in the courts when Milwaukee refused to give up even after the Braves' stadium contract expired...

Mr. Allen had first run for mayor in 1961, placing great stress on the need for a major sports stadium. His predecessor, William B. Hartsfield, had blocked such a structure...

To Mayor Allen and Atlantans, civic pride is akin to motherhood. "If we don't build a stadium, it is going to damage seriously our city's growth..."

column by the Los Angeles Times' Jim Murray, who said the 42,000 empty seats made more noise than the 11,000 occupied by what he called "Confederate states..."

Building up major support for the Braves will take time, and Atlanta's indefatigable mayor, Ivan Allen, Jr., knows it. Major-league baseball has long been emphasized in the area's press, but enthusiasm must be nurtured...

The long, bitter legal war with Milwaukee for the Braves' ownership obviously hurt ticket sales. Atlantans didn't know whether the Braves would represent them or the burgeois from the beer city...

Faced with this threat, the Braves reluctantly returned to a hostile Milwaukee and drew only 555,584 paid spectators all season...

Well-Heeled Help. A recent Chamber of Commerce study estimates that San Francisco fans spend \$11,271,000 directly and indirectly in 1961 watching the Giants...

Allen was the driving force for building the new stadium, but he had some well-heeled help. Mills B. Lane, president of the Citizens and Southern Bank...

Appealing to Atlantans' civic pride, the mayor had hit home. Civic pride to Atlantans is something akin to motherhood for most Americans. They see their appetite for football...

It is also the Southeast's leading business and educational center. Georgia Tech, located here, is a perennial football power, and its gridiron successes over the decades have whetted the area's appetite for football...

Gripping about the condition of the roads is an old American custom, but how many drivers ever drive flat-out on dirt roads for 3,000 miles?



It's a happy day for Marcia Platt, the Dogwood Festival queen.

competition—may hurt the Braves. The nearest American League team is in Washington, 460 miles away...

In time, as Atlanta continues to grow, such rivalries may develop. Tradition stands tall in the Deep South, and a few memorable games may spur support for the Braves as nothing else can do...

Room to Draw From. From a business standpoint, the Braves are in the best position since the Giants and Dodgers went West. They can do easily draw spectators from a seven-state area...

To what these potential customers' appetites, the Braves have set up a regional radio network of about 36 stations and a television network of 19 stations in Georgia, Florida, Alabama, North Carolina, South Carolina, and Tennessee...

Wet Winners. Gripping about the condition of the roads is an old American custom, but how many drivers ever drive flat-out on dirt roads for 3,000 miles?

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Sports Eye

When Jack Nicklaus won the Masters golf tournament last week, he caused a problem in protocol. Tradition calls for the previous victor to help the new champion into his green coat...

Philadelphia won the battle for the National Basketball Association's Eastern Division title in regular season play, but Boston won the war. The Celtics captured the Eastern Division playoffs last Tuesday...

Although Boston Celtics won the Eastern Division playoffs again this year, they didn't place anyone on the National Basketball Association's (NBA) all-conference first team...

Graustark, John Galbreath's unbeaten 3-year-old and leading contender for the Kentucky Derby, ran his first race last week in more than two months. Once again, he coasted to victory...

Advertisement for 'boldly elegant office spittoon' with images of different styles and prices.

Advertisement for 'FREE 64-PAGE SHIPPED CATALOG' from Hamley's Western Store.

Advertisement for 'GREEN, HEALTHY LAWNS... ALL SUMMER!' featuring lawn care products.

Advertisement for 'WILL YOU SMOKE MY NEW KIND OF PIPE... 30 Days at My Risk!' featuring a pipe and promotional text.

Advertisement for 'New EY-REACH AUTO TISSUE Dispenser' with an image of the dispenser.

Advertisement for 'Lily-of-the-Valley Tree' with details on pricing and availability.

Advertisement for 'FOR THAT "V.I.P." ON YOUR GIFT LIST! THE AMPHIBIAN LAND-SEA SKIN DIVING CALENDAR WATCH'.

Advertisement for '2-GALLON WINE MAKING SET' with details on the kit and pricing.