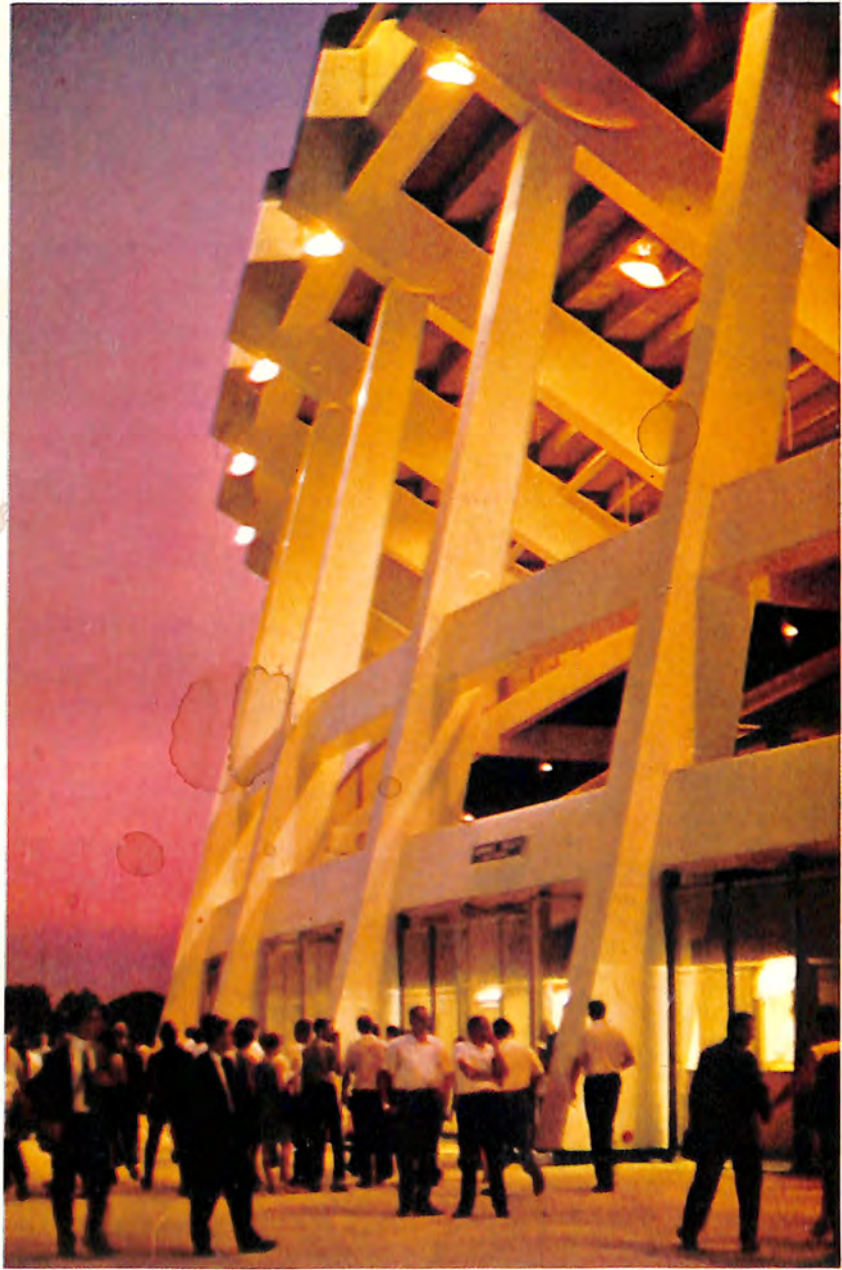


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President, General Manager



**WILLIAM C. BARTHOLOMAY**  
Chairman of the Board, Treasurer



**THOMAS A. REYNOLDS, JR.**  
Executive Vice President, Secretary

The arrival of the Braves gives the Southeast its first National League team and establishes Atlanta as the sports capital of the South. The enthusiastic backing of the citizens of this area has made this possible. Your support has given us strength — your enthusiasm inspiration.

The Braves' family — made up of our players, employees and ownership — dedicate their total effort to bring championship baseball to Atlanta. At the same time we hope to make your visits to Atlanta's new stadium a pleasant and enjoyable experience.

The Atlanta Braves







# CITY OF ATLANTA

OFFICE of the MAYOR  
Atlanta, Georgia 30303



IVAN ALLEN, JR.  
MAYOR  
R. EARL LANDERS  
ADMINISTRATIVE ASSISTANT  
MRS. ANN M. MOSES  
EXECUTIVE SECRETARY

Dear Sports Fans:

I have often heard it said that your words will come back to haunt you . . . and you have heard me say many times that we built the Atlanta Stadium on ground that we didn't own . . . with money that we didn't have . . . for a team that we hadn't signed . . .

Well, I am glad to be haunted by those words, and can proudly say that:

We built the stadium on an excellent piece of ground, with sound financing, and with a great team signed to play for twenty-five years.

We look forward to a close and enduring association between the Braves and Atlanta.

Atlanta is truly the Home of the Braves. This is a great baseball team in a great City. Our fans will be the most enthusiastic and the most loyal . . . and we will cheer our Braves on to the pennant, and strive to make Atlanta the baseball capital of this country!

Sincerely yours,

Ivan Allen, Jr.  
Mayor



Office of the Governor  
Atlanta



Carl F. Sanders  
GOVERNOR

It is a distinct pleasure, on behalf of all Georgians, to welcome the Atlanta Braves to our Capital City.

Georgia has made tremendous progress in many fields during the past few years, and the coming of the Braves to Atlanta has truly boosted our State into the "Big Leagues" of sports.

Atlanta and Georgia offer the Braves a traditional Southern hospitality. Georgians will receive wholesome entertainment and a spirit of competition in an atmosphere of fairness.

With best wishes for a long and prosperous friendship, I am

Sincerely,

CES/sv.



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- Mills B. Lane  
Vice Chairman
- Opie S. Shelton  
Secretary-Treasurer
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- Henry Dorsey
- Edgar Forio
- Earl Landers
- Earl Mann
- Harold McCart
- John A. White (deceased)

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- 6th Ward**  
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- 7th Ward**  
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- 8th Ward**  
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### FULTON COUNTY COMMISSIONERS

- J. H. Aldredge  
Chairman
- Archie Lindsey  
Vice Chairman
- Harold F. McCart



# ATLANTA BRAVES' 1966 SCHEDULE

APRIL						
SUN	MON	TUES	WED	THU	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12 N PITTS.	13 N PITTS.	14	15 N.Y.	16 N.Y.
17 N.Y.	18 PHIL.	19 PHIL.	20 PHIL.	21 PHIL.	22 N.Y.	23 N.Y.
24 N.Y.	25 S.F.	26 S.F.	27 L.A.	28 L.A.	29 HOU.	30 HOU.
MAY						
SUN	MON	TUES	WED	THU	FRI	SAT
1 HOU.	2	3 PHIL. N	4 PHIL. N	5 PHIL. N	6 HOU.	7 HOU. N
8 HOU.	9 CINN. N	10 CINN. N 6 P.M.	11 CINN. N	12 ST. L. N	13 ST. L. N	14 ST. L. N
15 ST. L.	16	17 PITTS. N	18 PITTS. N	19	20 CHI. N	21 CHI.
22 CHI.	23 CINN. N	24 CINN. N	25 CINN. N	26	27 CHI.	28 CHI.
29 CHI.	30 L.A. N 6 P.M.	31 L.A. N				
JUNE						
SUN	MON	TUES	WED	THU	FRI	SAT
			1 S.F. N	2 S.F. N	3 ST. L. N	4 D & N ST. L.
5 ST. L.	6	7 N.Y. N	8 N.Y. N	9 N.Y. N	10 PITTS. N	11 PITTS. N
12 PITTS. N	13 PHIL. N	14 PHIL. N	15 N.Y. N	16 N.Y. N	17 PITTS. N	18 PITTS. N
19 PITTS. N	20 PHIL. N	21 PHIL. N	22 PHIL. N	23	24 L.A. N	25 D & N L.A.
26 L.A.	27 CHI. N	28 CHI. N	29 CHI. N	30 S.F. N		

(Note: Atlanta Does Not Go On Daylight Saving Time.)

HOME

N—DENOTES NIGHT GAME  
 TN—TWILIGHT DOUBLE HEADER  
 D & N—DENOTES DAY, NIGHT GAME  
 2—DENOTES DOUBLEHEADER

JULY						
SUN	MON	TUES	WED	THU	FRI	SAT
					1 S.F.	2 S.F.
3 S.F.	4 HOU.	5 HOU. N	6 HOU. N	7 L.A. N	8 L.A. N	9 L.A. N
10 L.A.	11	12 ALL * GAME	13	14 HOU. N	15 HOU. N	16 HOU. N
17 CINN.	18 CINN. N 6 P.M.	19 ST. L. N	20 ST. L. N	21 ST. L. N	22 CINN. N	23 CINN. N
24 CINN.	25	26 ST. L. N	27 ST. L. N	28 ST. L. N	29 S.F.	30 D & N S.F.
31 S.F.						
AUGUST						
SUN	MON	TUES	WED	THU	FRI	SAT
	1	2 CHI.	3 CHI.	4 CHI.	5 PHIL. N	6 PHIL. N
7 PHIL.	8 L.A. N	9 L.A. N	10 L.A. N	11	12 PHIL. N	13 PHIL. N
14 PHIL.	15 HOU. N	16 HOU. N	17 HOU. N	18	19 S.F. N	20 S.F. N
21 S.F.	22 L.A. N	23 L.A. N	24 L.A. N	25	26 N.Y. N	27 N.Y. N
28 N.Y.	29 CHI. N	30 CHI. N	31 ST. L. N			
SEPTEMBER						
SUN	MON	TUES	WED	THU	FRI	SAT
				1 ST. L. N	2 HOU. N	3 HOU. N
4 HOU.	5 6 P.M. (TN) PITTS.	6 PITTS. N	7 PITTS. N	8	9 N.Y. N	10 N.Y. N
11 N.Y.	12	13 CHI.	14 CHI.	15 CHI.	16 CINN. N	17 CINN. N
18 CINN.	19	20 ST. L. N	21 ST. L. N	22 PITTS. N	23 PITTS. N	24 PITTS. N
25 PITTS.	26 S.F. N	27 S.F. N	28 S.F. N	29	30 CINN. N	
OCTOBER						
SUN	MON	TUES	WED	THU	FRI	SAT
2 CINN.	3	4	5	6	7	8 CINN.

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We're strictly big-league in Georgia. Now more than 60 full service C&S banking centers throughout the state. Each one offers you a world of helpful financial services. At C&S you can save, you can borrow, you can cash a check, store valuable documents, set up a trust fund and handle almost any other money matter . . . in just one visit. Team up with us and you're batting a thousand.

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## **BASEBALL, ITS OPPORTUNITY THE NEW MAGNA CHARTA**

By every measurement commonly employed by the most astute minds in America, professional baseball is today ranked as one of the most representative American institutions.

Professional baseball has won this appraisal by no particular, isolated action of its own but the public's esteem has been bestowed upon the game because, by its nature, it is an integral part of American life.

Public approbation has been shown in every possible manner. Sixty-five millions have paid admissions to see games in one season; sixty-one leagues in 492 cities have opened and closed a season intact; a cross-section of business and professional men — representative Americans, all — have become officers and directors of clubs; the language has been enriched by the colorful expressions lifted bodily from the playing fields, and the youth of America have found their idols among the stars of the diamond. The womanhood of America has taken the game to their hearts and, by virtue of their presence, have quietly but surely encouraged restraints in word and action upon the field without in any manner destroying the fierce, competitive nature of the game. Yes, America has proclaimed professional baseball as one of its representative institutions. It is only fair, and perhaps it is wise, to ask the question—"How has baseball been able to occupy this spot in the affections of the American people?"

The answer to that question is, in my opinion, one of the most illuminating commentaries on "The American Way" that any American could possibly make.

Baseball is a reflection of the American viewpoint respecting every important question. This viewpoint is expressed by the nature of the game upon the playing field and is expressed by the administrative structure that governs the organization of professional baseball.

Baseball is American democracy in action.





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1. Babe Ruth ..... 714
2. Jimmie Foxx ..... 534
3. Ted Williams .... 521
4. Mel Ott ..... 511
5. Willie Mays ..... 505\*
6. Lou Gehrig ..... 494
7. EDDIE MATHEWS .477\*
8. Stan Musial ..... 475
9. Mickey Mantle ... 473\*
10. Duke Snider ..... 407
11. Ernie Banks ..... 404\*
12. HANK AARON .... 398\*
13. Gil Hodges ..... 370
14. Ralph Kiner ..... 369
15. Joe DiMaggio .... 361

\* Active Players



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Welcome, Braves! We hope you're enjoying your splendid new home. The handsome Atlanta stadium scores high in comfort, convenience and efficiency. And welcome, sports fans. Everything here is new, modern and all-electric, designed to increase your pleasure. A perfect setting to "play ball."

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 Lenox Square  
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- OUT OF TOWN:  
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to lose...**



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Sprite	.15 & .25
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Coffee	.15 & .25
Milk—White or Chocolate Sealtest	.25
<b>Beer</b>	
Falstaff	.50
Carlings Black Label	.50
Miller High Life	.60
Budweiser	.60
Redfern Hot Dogs	.30
Lazar "Kosher" Hot Dogs	.40
Hot B B Q on Roll	.45
Hamburger (1/4 lb.)	.50
French Fries	.25
Assorted Sandwiches	.45 to .85
Served on Southern Bakery Bread & Rolls	
Potato Chips	.15
Fisher Peanuts	.15
Caramel Corn	.20
Popcorn with Megaphone	.25
Ice Cream (Aristocrat)	.25

### **GOURMET STANDS**

Corn Dogs	.40
Chili Dogs	.40
Hot Corned Beef	.90
Hot Savory Southern Ham	.75
Chick-fil-A	.75
Chick-fil-A—French Fries in Basket	1.00
Fried Shrimp—French Fries in Basket	1.00
Chinese Egg Roll	.35
Pizza with Cheese	1.00
Pizza with Pepperoni	1.20
Thick Milk Shakes	.40
Falstaff Draft Beer	.50
Miller High Life, 12 oz. Bottle	.60
Budweiser, 12 oz. Bottle	.60

Blue Paneled Stands are Gourmet Stands. Located on Lower Level, adjacent to Section 110 in Left Field, Section 109 in Right Field. Upper Level, adjacent to Section 302.



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That's the C-5A, the major league for engineers. The largest airplane in the world. Lockheed engineers in the that living in Atlanta gives them a chance to mix baseball with business. And there are probably more engineers who would like to do the same. If you know of any, tell them Lockheed is looking for engineers to enjoy the good life in Atlanta while boosting their careers working on the C-5A. Tell them to write Mr. Charles E. Storm, Professional Employment Manager at Lockheed in Atlanta. Or call 873-4476.

Right now, the C-5A is the most exciting thing in Atlanta, with just the possible exception of the Braves.

# C-5A

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Lockheed Employees may purchase tickets for Atlanta Braves Home Games through G.L.E.R.C.



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**ATLANTA BRAVES**

USE



**HENRY "HANK" AARON**

This slugging outfielder from Mobile, Ala. is in his 13th season with the Braves. Aaron joined the Braves in 1954 after a brilliant two year minor league stay. Since joining the Braves Aaron has won many honors. He was the League's Most Valuable Player in 1957, has led the National League in hitting twice, total bases twice, runs batted in three times, doubles four times, hits twice, home runs twice, slugging percentage twice, consecutive games hitting streaks twice, games played once, and in addition he has received the Gold Glove award as top fielding right fielder in the National League three times. Hank has the highest life time batting average among active players, .320, and has a career total of 398 home runs. He and Eddie Mathews rank as number one home run duo of all time with a career total of 803 home runs.



**HENRY AARON AND  
EDDIE MATHEWS  
NUMBER ONE HOME RUN DUO  
OF ALL TIME.**

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Atlanta Stadium

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right now  
tastes better—  
because it's  
served  
with  
Gulden's  
Mustard.**

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at home, too.)



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How did this day at the game begin? Probably with a phone call to a friend. Or to the ticket office. So many pleasant occasions begin with a phone call. And remember . . . whether it's Long Distance or local . . . we are always glad to get you in touch with the people, places and things you enjoy most.



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Baseball Club

Everyone at Orkin of Atlanta extends a hearty welcome to you Bobby Bragan, your coaches, and your players. Our best wishes for a season of home runs and a pennant-winning finish.



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## ATLANTA BRAVES TICKET PRICES

LOCATION	PRICE
Field Level .....	\$3.50
Loge Level .....	\$3.50
Upper Level .....	\$2.00
Upper Level Child Under 12 .....	\$1.00
Lower Pavilion .....	\$2.00
Lower Pavilion Child under 12 .....	\$1.00
General Admission .....	\$1.00
General Admission Child under 12 .....	\$ .50

## ATLANTA STADIUM DATA

LOCATION	NO. SEATS
Club Level .....	2,755
Dugout Level .....	1,506
Field Level .....	16,757
Loge .....	2,100
Pavilion Level .....	4,676
Upper Level .....	17,279
General Admission .....	5,820
Capacity .....	50,893

## TICKET OFFICE

Atlanta Stadium, Capitol Avenue  
Monday thru Saturday 9 a.m. to 6 p.m.

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Braves  
souvenir  
lighter**

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JOHN MOORE  
SOUTHWEST SUPERVISOR

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Lou Brisse—South Carolina  
Lloyd Christopher—California  
Mel Didier—Louisiana  
Gerald Flathman—Minnesota  
Johnny Groth—Florida  
Robert Hartsfield—Georgia  
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RAY HAYWORTH  
Director of Scouts

JOHN "HONEY" RUSSELL  
NORTHEASTERN SUPERVISOR

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John O'Neil—New York  
Floyd Patterson—Kansas  
Nap Reyes—Puerto Rico  
Billy Smith—Tennessee  
Clyde Suikerforth—Maine  
Arthur Sullivan—New York  
James "Zach" Taylor—Florida  
Jack Tighe—Michigan  
Al Unser—Illinois

### ATLANTA STADIUM INFORMATION

Atlanta Stadium—Baseball  
Capacity (50,893)

Telephone: (404) 522-7630

Field Measurements,  
L. to R. . . . 330-402-330

Game Times: Night Games—  
8:05 p.m.

Sunday Day Games —  
1:35 p.m.

Saturday Day Games —  
1:15 p.m.

April 23 — 2:15 p.m.

Twilight Doubleheaders —  
6:05 p.m.

May 30 — 6:00 p.m.  
(Eastern Standard Time)

Team up  
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finely tailored HUBBARD slacks.

**HUBBARD SLACKS**  
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Play-by-Play Announcers:  
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and Ernie Johnson

SPONSORS: The Coca-Cola Com-  
pany and its bottlers, Falstaff Brew-  
ing Company, and the P. Lorillard  
Company will be the principal spon-  
sors of Braves games. Delta Airlines  
and Hertz Corporation will also par-  
ticipate. The Pure Oil Company will  
sponsor both the pre-game and the  
post-game shows.

#### Originating Station

Radio—WSB (750)  
Television—WSB (CH 2)

#### Number of Games

Radio—All games, home and away.  
Television—18 road games

NOTES: In addition to the 18 regular  
season telecasts five of the Braves  
spring training games will be tele-  
vised.

Aside from WSB radio and TV the  
Braves network will include approxi-  
mately 35 radio stations and 18 TV  
Channels in Georgia, Florida, Ala-  
bama, North Carolina, South Caro-  
lina, and Tennessee.



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Penelope Penn and her staff of professional shoppers are practiced in the art of pleasing. One purchase or many . . . your shopping gets individual and prompt attention . . . and there's hardly anything that can't be found in the South's widest assortments at Rich's. Write, come by or call for help at JA 2-4636, ext. 504. She'll handle the gift wrapping, too, if you wish.

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ATLANTA BORN...ATLANTA OWNED...ATLANTA MANAGED

## BRAVES FARM DEPARTMENT



JOHN MULLEN, Farm Director

WALTER BECK—Minor League  
Pitching Instructor



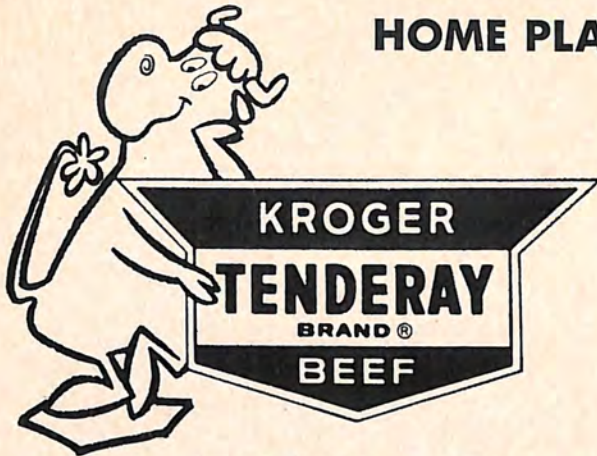
JOHN MULLEN

## MINOR LEAGUE AFFILIATES 1966

CLUB	NICKNAME	LEAGUE	CLASS	MANAGER
Richmond	Braves	International	AAA	Bill Adair
Austin	Braves	Texas	AA	"Hub" Kittle
Kinston	Braves	Carolina	A	Andy Pafko
Yakima	Braves	Northwest	A	(To be named later)
W. Palm Beach	Braves	Florida State	A	Buddy Hicks
Sarasota	Braves	Florida Rookie	A	Tom Saffel



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call the Avis Reservation Center:

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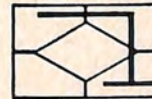
## HOW TO KEEP SCORE

The simple code used by Baseball Writers makes scoring easy and adds to your enjoyment of the game. The code is based on numbering all players by position, as follows:

- |                 |                  |                  |
|-----------------|------------------|------------------|
| 1 Pitcher       | 4 Second Baseman | 7 Left Fielder   |
| 2 Catcher       | 5 Third Baseman  | 8 Center Fielder |
| 3 First Baseman | 6 Shortstop      | 9 Right Fielder  |

Begin scoring in lower right-hand corner, showing how batter reached base (if he did!). Then show what occurs to him as he circles the bases. Use lower right corner for first base; upper right for second; upper left for third and lower left for home plate.

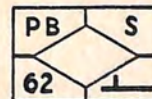
There are several ways to indicate base hits. One of the simplest is by drawing a horizontal line at right lower corner. If a hit goes to right field, run a short vertical line at RIGHT end of the horizontal line; if a hit to left place the vertical line at LEFT of horizontal line; and if hit to center, place it at CENTER of line. If hit to an infielder, place position number of fielder at end of vertical line. Thus, a single through second base would be shown by making a horizontal line with a short vertical line at right of it, and a "4" marked at its end.



In case of an extra base hit, extend vertical line to second base for two-bagger; if a triple, run vertical line to second, continue horizontally from second to third base; and for a home run, run line all the way around square and place "X" in center.

Illustration shows 3-base hit into center field.

Other plays are indicated as follows: Base on Balls, W; Hit Batsman, HB; Foul, F; Error, E; Wild Pitch, WP; Stolen Base, S; Sacrifice, SH; Passed Ball, PB; Balk, B; Strikeout, K; Called Strikeout, CK; Fielder's Choice, FC.



An out is indicated by the fielder's number. Thus a fly to left is merely '7'. An infield out, short to first, '6-3'.

The diagram indicates that the batter singled to left, stole second; went to third on a passed ball, and was thrown out at the plate, shortstop to catcher.

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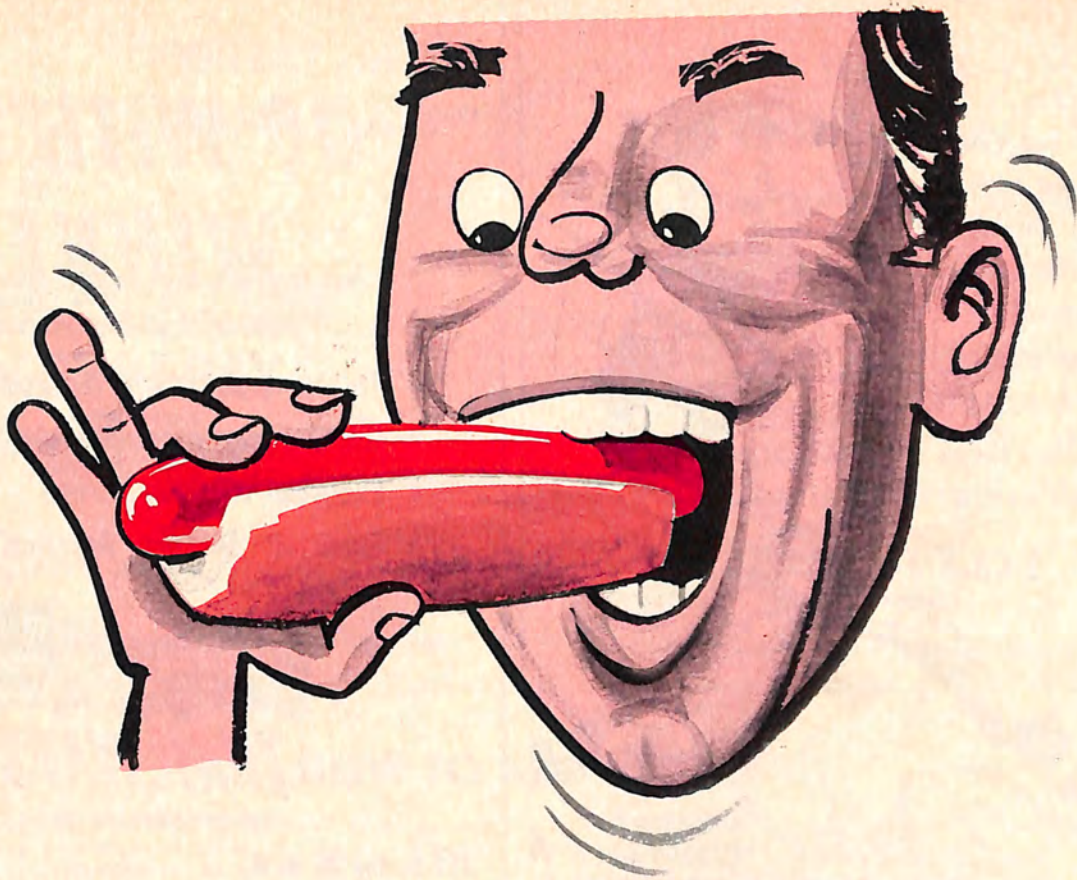
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 1954—2,131,388  
 1955—2,005,836  
 1956—2,046,331  
 1957—2,215,404  
 1958—1,971,101  
 1959—1,749,772  
 1960—1,497,799  
 1961—1,101,441  
 1962— 766,927  
 1963— 773,018  
 1964— 910,911  
 1965— 555,589

**BRAVES  
 ROAD ATTENDANCE  
 FIGURES**

1953— 939,496  
 1954—1,020,813  
 1955— 915,804  
 1956—1,245,248  
 1957—1,305,137  
 1958—1,547,255  
 1959—1,633,244  
 1960—1,540,389  
 1961—1,197,534  
 1962—1,004,144  
 1963—1,092,208  
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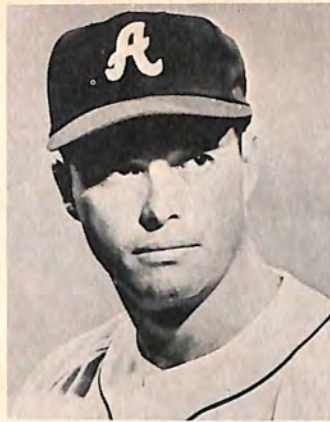


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**EDDIE MATHEWS**

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**TONY CLONINGER**

Tony Cloninger, fireballing right hander from Iron Station, North Carolina, won more games (24) in 1965 than any right hander in the Major Leagues. Tony pitched a one hitter against the Mets, a two hitter against Cincinnati, and combined with Ken Johnson and Chi Chi Olivo for a two hitter against the Dodgers. He also pitched one of the Braves' three shut-outs. Tony holds the club's record for most strike outs in a season with 211 in 1965. Tony has been described as a strong finisher, who is almost unbeatable once he gets by the first few innings. He is a hard worker and is always in good condition.

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# VOICES OF THE BRAVES

**MILO HAMILTON** is Chief Announcer for the Atlanta Braves. He is a native of Fairfield, Iowa, and received a degree in radio speech from the University of Iowa. Milo started his career as an announcer, while serving in the Seebies with the Armed Forces Radio Network.



The nationally prominent sportscaster has broadcast for the former St. Louis Browns, St. Louis Cardinals and the Chicago Cubs. He shared the mike with Bob Elson on a 90-station Chicago White Sox network.

Hamilton came to Atlanta from Chicago radio station WCFL. In 1963 he was named Chicago's "Sportsman of the Year." He announced Big Ten football and basketball, and had called play-by-play of at least 250 football, basketball and baseball games each year since 1961.

In addition to being "Voice of the Braves", Milo is Six O'Clock Sports Editor of WSB-TV and presents a fifteen-minute warm-up "Meet the Braves" before each game on WSB-TV, as well as a five-minute program "Brave Talk" at 6:25 p.m. and 11:20 p.m. on WSB Radio.

**LARRY MUNSON**, a member of the Atlanta Braves broadcast team, has a distinguished background in sportscasting of baseball and other sports. The Minnesota native began his radio career in 1945, describing play-by-play of University of Wyoming football and basketball.



Munson shifted to Nashville, Tennessee, in 1947 and began a highly successful stand of 14 years as voice of the Nashville Vols of the Southern Association and anchor man for both Vanderbilt University football and basketball. He, in fact, was the first member of the press and radio to travel with the Commodores, the year being 1947.

Last year marked his 16th season as voice of Vanderbilt basketball, and his 10th as chief announcer of Vandy football and sports director of Station WSM. His excellence was rewarded by a national sportswriters and sportscasters organization, which voted him the No. 1 sportscaster in Tennessee for the past four years.

**ERNIE JOHNSON**, Associate Director of Broadcast Operations for The Atlanta Braves and member of the Braves broadcast team, has been a member of the Braves organization for 22 years. Ernie pitched for the Braves in 1952, when the club's home was Boston, and pitched for the Milwaukee Braves from 1953 through 1958. He was a member of the 1957 World Champion Braves and appeared in three World Series games. His last year as an active ball player was with the Baltimore Orioles in 1959.



During 1962 Johnson was the color man for the Braves TV games. In February 1963, he was hired as full time Administrative Assistant to President John McHale, and in May, 1963 was appointed Public Relations Director of the Club. In September of 1965, Johnson assumed the duties of Associate Director of Broadcast Operations for the Braves. In addition to announcing, he assists Jim Faszholz, Dir. of Broadcast Operations, in setting up and administering the extensive Braves Radio and TV Network.

Sports-minded Georgians look to WSB Television. In addition to carrying 18 out-of-town Braves baseball games, WSB-TV carries "Meet the Braves", a fifteen-minute warm-up before each game... NBC Major League Baseball... the All-Star Game... and, of course, the World Series. WSB-TV will offer many of these top games in color. Six O'Clock and Eleven O'Clock Newsroom Sports are also in color.

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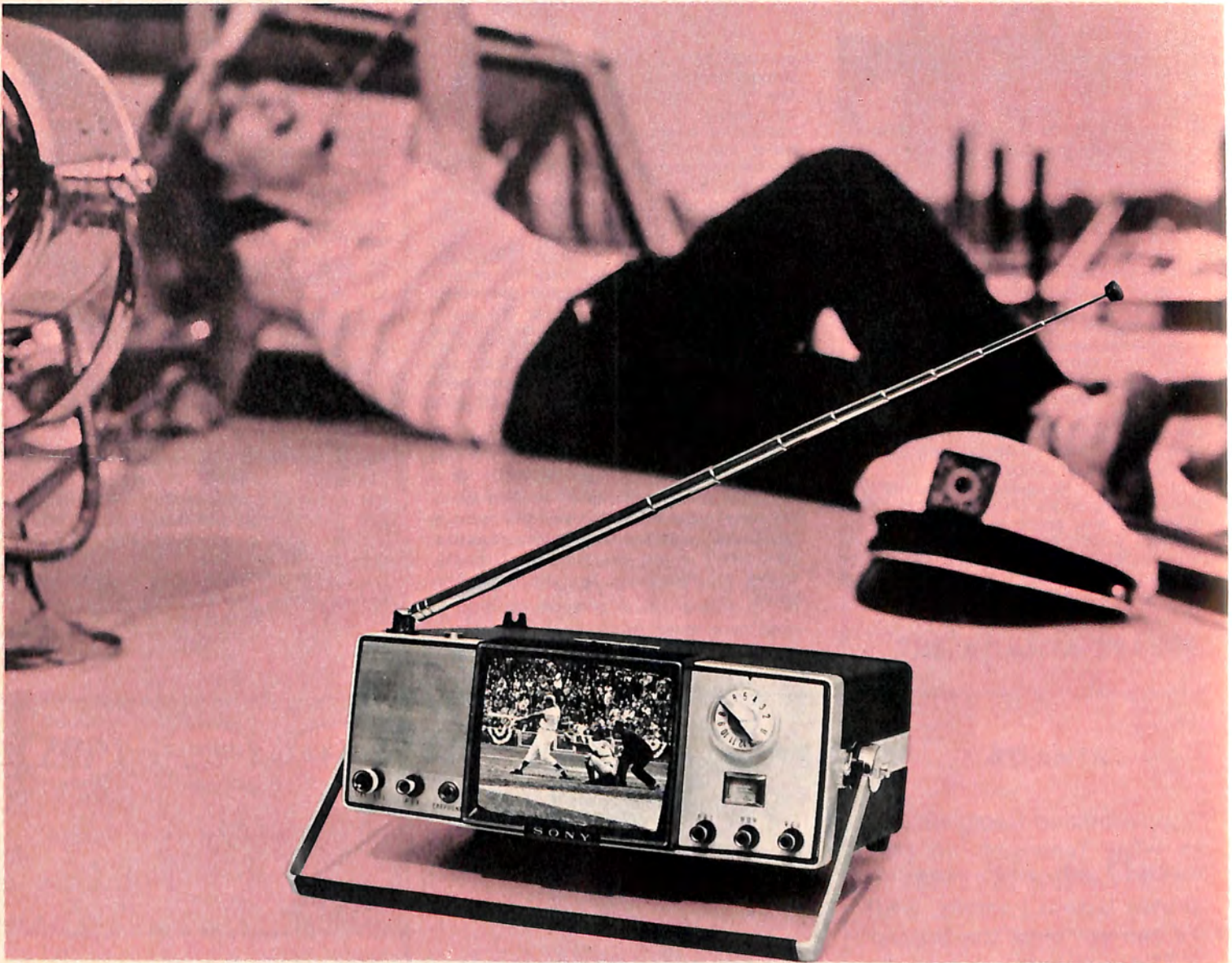
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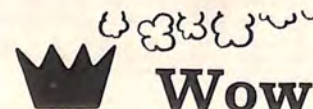
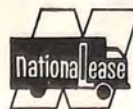
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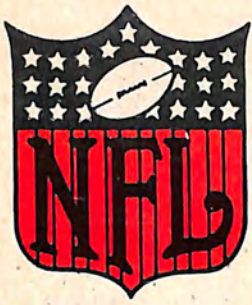
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Black Label is brewed nearby. In fact we

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1966

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"Active list" re-  
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MAY 12—"Active  
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twenty-five players.

June 1-10—Free  
Agent Draft

July 12—All Star  
Game at St. Louis

September 1—Ac-  
tive player limit in-  
creased from 25 to  
40.

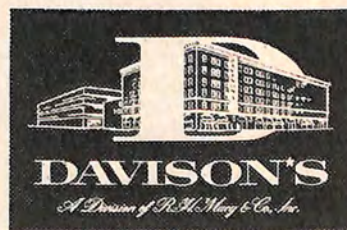
September 1—Free  
Agent Draft

October 2—End of  
season

October 5—World  
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## FINAL MAJOR LEAGUE STANDINGS 1965

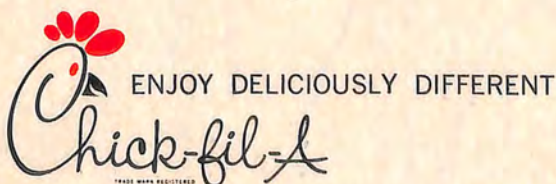
### NATIONAL LEAGUE

	Won	Lost	Games Behind
Los Angeles	97	65	-
San Francisco	95	67	2
Pittsburgh	90	72	7
Cincinnati	89	73	8
Milwaukee	86	76	11
Philadelphia	85	76	11½
St. Louis	80	81	16½
Chicago	72	90	25
Houston	65	97	32
New York	50	112	47

### AMERICAN LEAGUE

	Won	Lost	Games Behind
Minnesota	102	60	-
Chicago	95	67	7
Baltimore	94	68	8
Detroit	89	73	13
Cleveland	87	75	15
New York	77	85	25
California	75	87	27
Washington	70	92	33
Boston	62	100	40
Kansas City	59	103	43

Los Angeles won the World Series over Minnesota four games to three.



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22. AUTO TAGS — REGULATION SIZE. Red design on white background. Braves embossed Official emblem and ATLANTA .....\$1.00
23. BIKE TAGS—Same design as above, size 3 x 6". Put one on your bike ..... \$ .60
2. BRAVES T-SHIRT — Finest quality combed cotton. Nylon neck and trim. Braves Indian Head Motif. SIZES 2 through 16 .....\$1.55
3. BRAVES SWEAT SHIRTS—Flocked, Official Braves Emblem, short sleeves. White or white with red trim. SIZES 4 through 14 .....\$3.00
26. "I'm a little Brave" PLAY SUIT—For the youngest member of the family. Two piece—T-shirt says "I'm a little Brave" with running Indian Brave with Bat, white with red and blue trim. Blue pants have plastic lining, snap front with red ATLANTA and Baseball motif. SIZES — Small (6 mos.), Medium (12 mos.), and Large (18 mos.) .....\$2.95
4. BRAVES OFFICIAL JACKET—Wash 'n Wear Gabardine. Team colors and insignie. Knitted collar, cuffs and waistband. SIZES 2 through 12.....\$6.95 For boys or girls. All Sizes. SIZES 14 through 20 .....\$7.95
16. BRAVES HEAD SCARVES — Braves Indian Head motif in brilliant red and jet black. Available in pink, yellow, white or blue .....\$1.50
18. BRAVES DECAL—Full color Braves Indian on Blue background, 3 x 4¼". Inscribed "Go Braves." All purpose decal, use on books, car windows, etc. ....\$.25
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_____ Coin or Currency enclosed						
Name _____						
Address _____						
City _____						
						Total _____

Sorry No C.O.D.      Stamps not accepted.  
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 Prices quoted herein now in effect.  
 Prices listed in Brochures and Yearbooks of previous years are obsolete.



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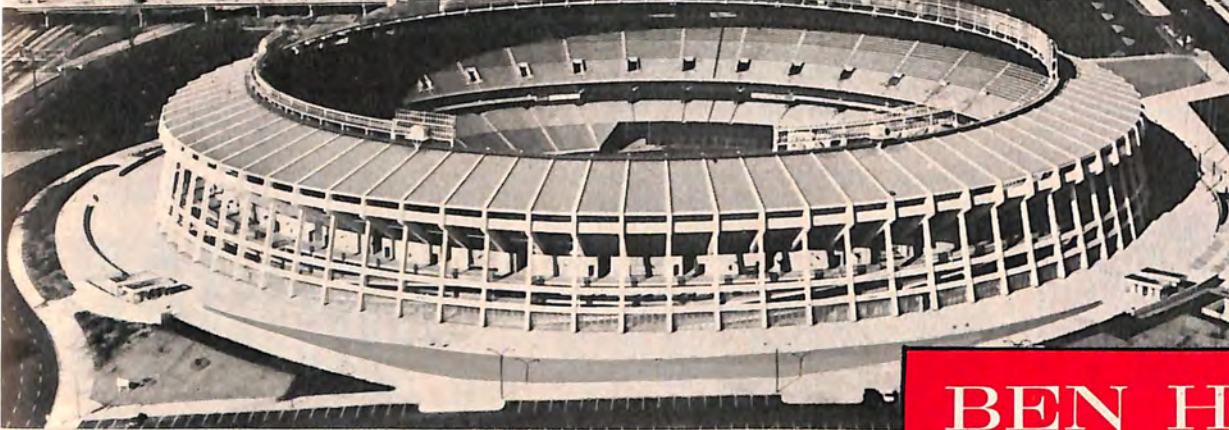
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**JOE TORRE**

This talented young catcher from Brooklyn, New York has been called the best catcher in baseball. Joe has been with the Braves for five years and is hoping that his sixth season will be his best one. It will take some season to surpass the great year that Joe enjoyed in 1964 when he hit .321 to become the first catcher in nine years to hit over .300, hit 20 or more home runs, and drive in at least 100 runs in the same season. Joe was the National League's All Star catcher in 1965, and many observers who saw him at first base felt that he was the best in the league at that position. Only 25 years of age, Torre has a long career ahead of him and by the time he calls it quits, he may rank with the best.



**DENIS MENKE**

Denis Menke, a reliable shortstop from Bancroft, Iowa, who was injured most of the 1965 season, is in his fourth season with the Braves. Denis was injured early last season in a collision with Pittsburgh's Jim Pagliaroni at home plate. In 1964 Denis hit a solid .283 for the Braves with twenty home runs and 65 runs batted in. Couple this with a fine fielding job and you can understand Manager Bobby Bragan's statement "with a healthy Denis Menke in 1965 we could have won the pennant". The Braves management is hoping that a winter's rest has provided the cure that Menke needed for a successful season in 1966.

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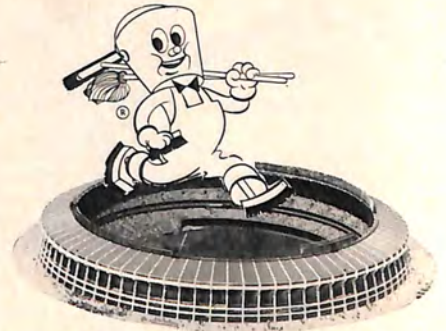


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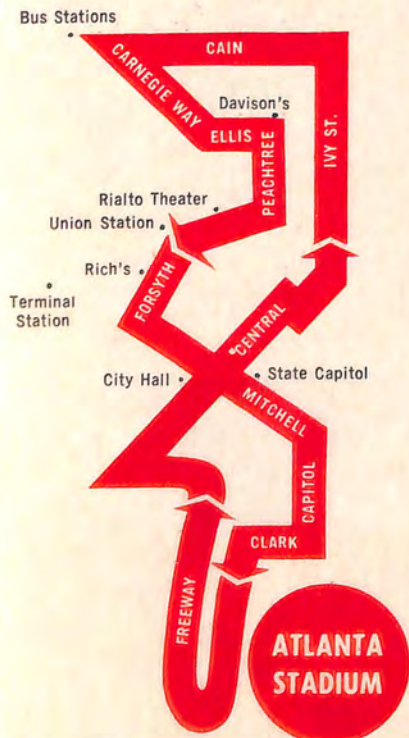
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MACK JONES

A fleet centerfielder who was born and lives in Atlanta, Georgia and came on strong in 1965 for the Braves, is Mack Jones. Mack, who had several unsuccessful trials with the Braves before last year, left even the most skeptical observer with the impression that his career would end up as a "home town boy makes good saga". Jones hit 31 home runs for the Braves last year and played a good defensive center field. Mack first came up to the Braves in 1961 but a lack of selfconfidence kept him from displaying the talent that the Braves officials knew he possessed. All of that is now behind him and 1966 should be a banner year as Mack returns to play before the home town crowd.



WADE BLASINGAME

A stylish southpaw from Fresno, California who is in his third season with the Braves, Wade Blasingame won 16 games for the Braves in 1965. He has been called by many, the new "Warren Spahn" who incidently is his idol. In his last two seasons he has won 25 games. Wade began his professional career in 1961 after graduating from Roosevelt High, where he won All-City and All-State honors in baseball. In addition to being a fine pitcher, Blasingame is one of the better hitting pitchers in baseball.



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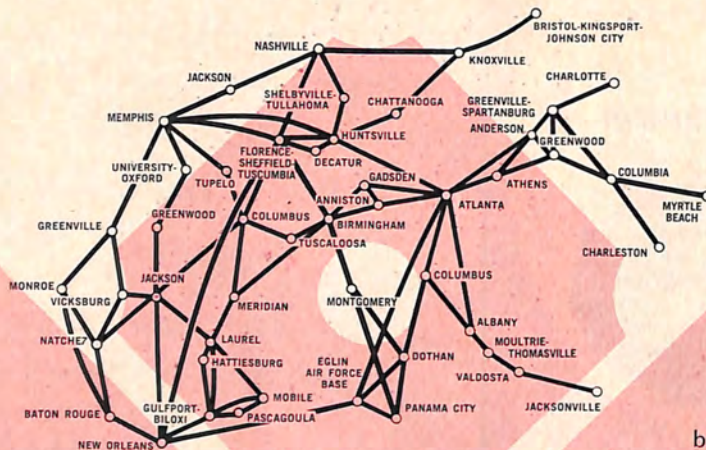
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BRAVES NOVELTY ITEMS.

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Brunswick, Ga. WGIG — 1440 KC	Gadsden, Ala. WGAD — 1350 KC	Macon, Ga. WMAZ — 940 KC	Tallahassee, Fla. WTNT — 1270 KC
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1960 .....	Hank Aaron, Eddie Mathews
1961 .....	Hank Aaron, Frank Bolling, Eddie Mathews
1962 .....	Hank Aaron, Frank Bolling, Eddie Mathews
1963 .....	Hank Aaron, Joe Torre
1964 .....	Hank Aaron, Joe Torre
1965 .....	Hank Aaron, Joe Torre

Alou selected with San Francisco in 1962  
 O'Dell selected with Baltimore in 1958, 1959  
 Lee Thomas selected with Los Angeles (A) in 1962



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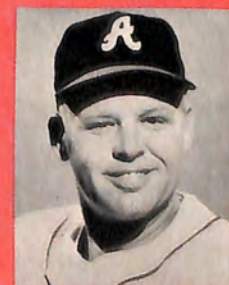
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(Top row, l to r) Joe Torre, Gene Oliver, Henry Aaron, (bottom row, l to r) Mack Jones, Felipe Alou, Eddie Mathews.

Henry Aaron, Eddie Mathews, Mack Jones, Joe Torre, Gene Oliver, and Felipe Alou combined to establish a National League record for most players on one team hitting twenty or more home runs in a season. In addition Aaron, Mathews, and Jones set another National League record for most players hitting thirty or more home runs in one season.



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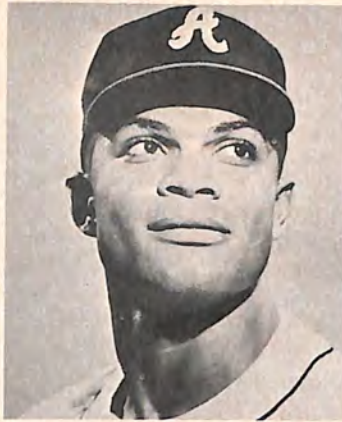
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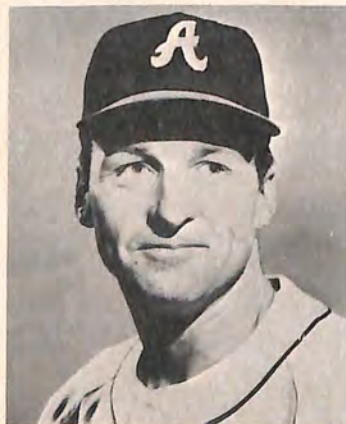
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FELIPE ALOU

Felipe Alou is the oldest member of a baseball playing family which lives in Projecto Ensanche Racho Santo Domingo, D. R. Felipe has a brother Jesus with San Francisco, and another, Mateo, with the Pirates. Had not Felipe been traded the Alou's would have formed the first all brother outfield act in baseball. Last year Felipe hit a solid .297 with 23 home runs and 78 runs batted in to give the Braves one of the best lead-off men in the game. Manager Bobby Bragan describes Felipe as "one of the best players, on or off the field, that I have ever managed."



FRANK BOLLING

The veteran second baseman of the Atlanta Braves is a native of Mobile, Alabama. Bolling made a tremendous comeback for the Braves in 1965 when he raised his batting average seventy-five points. In 1964 Frank had stumbled to a .199 average and many felt that "he was over the hill", but the cagey veteran proved that he had a few seasons left by rebounding to a .264 average. Bolling is in his 12th Major League season and in that time he has compiled a lifetime average of .256. Frank is very popular with his teammates as is attested to by his being elected player representative for the Braves.

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## MEET BOBBY BRAGAN AND THE COACHES

### BOBBY BRAGAN

Bobby Bragan, field manager of the Atlanta Braves, is a resident of Fort Worth, Texas. He is in his fourth season as Braves Manager and before that he managed Pittsburgh (1956 & 1957), and Cleveland (1958). Bobby also served as a coach for the Dodgers (1960) and Colts (1961). He played for seven seasons in the Major Leagues with the Phillies and Dodgers as a catcher and shortstop. Bragan has been instrumental in developing several ball players in the Dodgers chain, one of the best known being Maury Wills. Bobby turned Wills into a switch-hitter and what was once a dark future was turned into a brilliant career.

Bragan is very popular with his players and never hesitates to take to the field in their behalf should an argument develop. In 1965 Bobby had his club in the thick of the pennant chase until late September. 1966 should be a different story in a warmer climate.

### KEN SILVESTRI

Ken Silvestri is the hard working bullpen coach of the Atlanta Braves. He is a native of Chicago, Illinois. Ken is in his fourth term as coach and is extremely popular with the players. He caught for the Yankees, White Sox and Phillies for seven years and played with Philadelphia in the 1950 World Series. In addition to serving as a coach with the Phillies in 1959 and 1960, Ken managed and coached several seasons in the minors.

### JO JO WHITE

After thirty-eight years in the game, Jo Jo White continues to add to his reputation as one of the finest teachers of outfield, base running and bunting fundamentals in the game. He spent nine years as a fleet outfielder with Detroit, Philadelphia, and Cincinnati and

played in two World Series. He later managed minor league teams to first division finishes in seven of nine tries, coached and scouted for Cleveland, and coached for Detroit and Kansas City. Jo Jo attended old Tech High School in Atlanta.

### WHITLOW WYATT

"Whit's" nine year tenure as Brave's pitching coach is one of the longest among major league coaches, and for good reason. He has long demonstrated that he is a master of detecting flaws in a pitcher's form and delivery and has received much of the credit for developing many of the young Braves hurlers. Whitlow is no stranger to the Atlanta fans, having managed the Crackers and being a native of nearby Buchanan, Georgia. Whitlow was a star pitcher for the Dodgers in the 40's.

### GROVER RESINGER

Newest addition to manager Bobby Bragan's staff is a native of Eolia, Missouri. Grover Resinger came to the Braves from the Cardinals organization, where he was a successful minor league manager. Grover was named Manager of the Year in the Texas League in 1964 at Tulsa, Oklahoma. Many of his players of 1964 are now on the parent club's roster, which is indicative of the fine managing job by Grover. He is also nationally ranked as a handball player.

### BILLY HITCHCOCK

A new addition to the coaching staff, but by no means new to the Major Leagues, Billy Hitchcock played for nine years with Detroit, Washington, St. Louis, Boston, and Philadelphia. He also managed the Baltimore Orioles in 1962 and 1963. Billy is well known in this area, having been an outstanding athlete at Auburn. He is a native of Opelika, Alabama, and served as a Special Assignments Scout for the Braves in 1965.

## BASEBALL AND THE AMERICAN LANGUAGE

Baseball has had a powerful effect on the American language and vividly demonstrates how much baseball affects the everyday conversation of people who may never have attended a professional game. For instance:

What we like is called A HIT. The man who fails has STRUCK OUT, or at best DOESN'T GET TO FIRST BASE. A person who is indiscreet is WAY OFF BASE, and may end up being CAUGHT OFF BASE. When we are unprepared, we are sometimes CAUGHT OUT IN LEFT FIELD. Our salesmen make PITCHES. When we understand a situation, we GET THE PITCH. Otherwise, we DON'T CATCH. The opponent in an argument who makes an extreme statement to retrieve a lost point is REALLY REACHING FOR IT. An unfortunate mistake is A REAL BLOOP-ER. A person who behaves eccentrically is A SCREW-BALL—one not to be trusted is A FOUL BALL. When we refuse to be discouraged, it's because WE'LL GET OUR INNINGS.

If you're getting pressure from both sides, you may be the victim of a SQUEEZE PLAY. Until you

get going, you're just WARMING UP. After that, you're RIGHT IN THERE, PITCHING. When you cover every contingency, you TOUCH ALL THE BASES. But when you compete outside your class, you're NOT IN THE SAME LEAGUE.

The man who is ready to cooperate is WILLING TO PLAY BALL WITH US. The fellow who operates against big handicaps has TWO STRIKES AGAINST HIM. The one who does something purely for effect is making A GRANDSTAND PLAY. And the one who tries to refuse an invitation gracefully, asks for A RAINCHECK.

When you understand quickly, you get it RIGHT OFF THE BAT. When someone asks an embarrassing question, he has THROWN YOU A CURVE. A brilliant and accurate statement is RIGHT DOWN THE MIDDLE. When success is assured, you're HOME FREE. When you are alert, you are ON THE BALL. When you defend someone, you GO TO BAT FOR HIM. A person who is momentarily responsible HAS THE BALL, and his associates BACK UP HIS PLAY. And that's TEAMWORK.





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# Welcome

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Manager



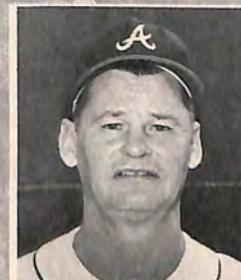
**KEN SILVESTRI**  
Coach



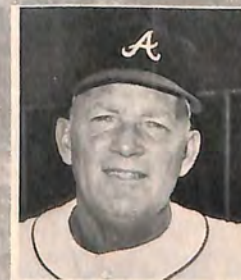
**JO JO WHITE**  
Coach



**WHITLOW WYATT**  
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### BRAVES WON-LOST RECORD vs. EACH OPPONENT — 1965

CLUB	HOME W-L	AWAY W-L	TOTAL W-L
Chicago . . . .	3-6	6-3	9-9
Cincinnati . . .	2-7	4-5	6-12
Houston . . . .	7-2	7-2	14-4
Los Angeles . . .	4-5	4-5	8-10
New York . . . .	9-0	4-5	13-5
Philadelphia . . .	4-5	2-7	6-12
Pittsburgh . . . .	5-4	4-5	9-9
San Francisco . .	5-4	5-4	10-8
St. Louis . . . .	5-4	6-3	11-7
	<u>44-37</u>	<u>42-39</u>	<u>86-76</u>

### BRAVES WON-LOST RECORD vs. EACH OPPONENT — 1900-1965

CLUB	WON	LOST	TOTAL
Chicago . . . .	617	802	1,419
Cincinnati . . . .	671	742	1,413
Houston . . . .	44	28	72
Los Angeles . . . .	645	766	1,411
New York . . . .	51	21	72
Philadelphia . . . .	718	693	1,411
Pittsburgh . . . .	634	778	1,412
San Francisco . . .	614	791	1,405
St. Louis . . . .	650	764	1,414
	<u>4,644</u>	<u>5,385</u>	<u>10,029</u>



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