

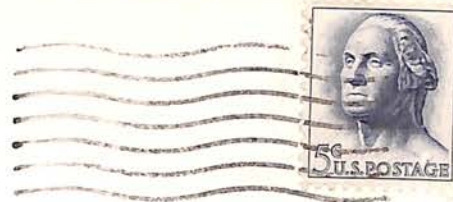


TO IAN ALLEN  
Accounts Virginia  
style *John J. McHale*

John J. McHale  
President and General Manager

ATLANTA BRAVES, INC.  
Atlanta Stadium / Atlanta, Ga. 30312 / AC 404-522-7630

908 Cascade Avenue, S. W.  
Atlanta, Georgia 30311



Hon. Ivan Allen, Mayor  
City Hall  
Atlanta, Georgia

NORTH AVENUE PRESBYTERIAN CHURCH  
CORNER PEACHTREE ST. AND NORTH AVENUE  
ATLANTA, GEORGIA 30308

WILSON L. NEARING  
MINISTER TO THE COMMUNITY

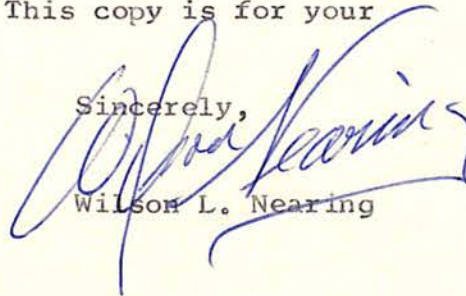
June 21, 1966

Hon. Ivan Allen  
City Hall  
Atlanta, Georgia

Dear Mayor Allen:

Mrs. Moses has talked with you concerning our interest in having the Braves here for a service. This copy is for your information.

Sincerely,



Wilson L. Nearing

N/men

*File  
Braves*

From the Desk of

WILLIAM C. BARTHOLOMAY

Ivan

I assume this is  
the situation you  
called me about

WCB  
✓

550-7th st or  
Hon Mayor Allen St Petersburg Fla

Dear sir

I am a Baseball fan and  
played pro ball years ago. I admire  
your fine stadium I have seen  
it in the last year many times  
a credit to the city and well  
planned for the future. I listen  
each evening at the Braves games  
on the radio, I must say they  
will have to field a far better  
team than what they have at  
present to keep the fans at  
atlanta and visitors coming  
to the games or else they soon  
will realize you can't fool  
the south people very long  
Yours a fan John Doran

Office of the Mayor

ATLANTA, GEORGIA

From — Mrs. Ann M. Moses

Ann —

this is sum total  
of my scrambling today!  
I found the check —  
but it's too much —  
you don't owe me  
for this week — so I  
left it in your desk  
drawer.

AM

.00T

1 1.485.00  
1.530.64  
350.00  
1 3.365.64S

1.317.80  
1 4.683.44T

Office of the Mayor  
 ATLANTA, GEORGIA

Tom Clifford

From — Mrs. Ann M. Moses

Braves Dinner

1442 dinners	9733.50
@ 6.75	
15%	1460.00
3%	292.00
	11,485.00

Bar-	1148.00
<u>WINE - 150615-</u>	1200.00
1 Change -	10.00
15%	353.70
3%	70.74
Bar tenders -	66.00
	2848.44
Less WINE + Service	1317.80
	1530.64

— More



Office of the Mayor

ATLANTA, GEORGIA

From — Mrs. Ann M. Moses

VALET PARKING	100.00
Check Room	150.00
Spot lights, operators	50.00
	<hr/>
	350.00 ?

add up to  
\$300

*Office of the Mayor*

ATLANTA, GEORGIA

From Betty Robinson

Ann,

Dave Pierson (688 - 3643) dictated this to  
me over the phone.

Please get Mr. Allen to approve it and we are to  
let Dave know if it is o.k.

Betty

Mr. J. Skokan  
1328 S. Maple  
Berwyn, Ill.

Dear Mayor Allen,

Congratulations to you and  
the City of Atlanta on the Braves!

Watching C. B. S. News tonight  
I was moved, and more than  
pleased to hear the well, and  
to the point answer you gave  
to the reporter - also to see  
such a wonderful turnout.

I am a Florida gal, and  
think it's past time the South  
participated in some of the  
big sports in our country.

Keep up the good work,  
and I will certainly be  
rooting for the Braves when  
they come up here!

Regards,  
Muriel Skokan



Mayor Allen  
City Hall Bldg.  
Atlanta, Ga.

Mr. J. Spokow  
1328 S. Maple  
Berwyn, Ill.



APRIL 13, 1966

MAYOR ALLEN

THOUGHT THIS WAS UP YOUR  
ALLEY, YOU MAY HAVE ALREADY  
RECEIVED SAME. DON'T WORRY  
ABOUT LOSING THE FIRST GAME  
TO THOSE BUMS. AS AN X  
RESIDENT OF GOOD OLD ATLANTA,  
BEST OF LUCK THIS YEAR AND  
ALL THE FOLLOWING. HOPE TO GET  
DOWN TO SEE YOUR WONDERFUL  
BALL PARK AND TEAM. AGAIN,  
BEST OF LUCK FROM ONE IVAN  
TO ANOTHER

IVAN KUHNS  
349 OSWEGO  
PARK FOREST, ILL.

# A. F. L. OWNERS SEEK NO NODS SAYS WILSON

## League President Tells of Hot Potatoes

[Continued from first page]

have held long conversations with Carroll Rosenbloom, of the Colts, and Bill Ford, of the Lions, none of it has gotten anywhere."

Did this mean the A. F. L. no longer is interested in working any deals whatsoever with the N. F. L.?

"It means exactly that, at least as far as I'm concerned as an individual owner and as president of the A. F. L. From now on we're out to build up our own league."

### Other Owners Too

There are other A. F. L. owners who feel just as he does, Wilson prefers they speak themselves.

Was Wilson implying that Joe [unclear] had failed to fight?

## ALL IN SPORT



4-12

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World Rights Reserved

CHET  
ADAMS

"The mayor's throwing out the first ball, Sluggers. Since you usually swing at anything, I just wanted to warn you to let that one go by!"

## Baird, 7th on Active List,

### Prep Baseball

CHICAGOLAND PREP LEAGUE  
St. Ignatius ..... 000 100 3-4 3 1  
Holy Cross ..... 000 410 x-5 7 4  
Batteries—Philopolas, Durr, Cogan and  
Lutynski; Sanchez and Sievers.

St. Viator ..... 000 000 1-1 2 0  
St. Joseph ..... 000 000 0-0 2 1  
Batteries—Donahue and Collins; Thoma

# ST. IGNATIUS TOPPLED BY HOLY CROSS

BY JOHN LEUSCH

For Frank Mariani, opening day of the Chicagoland Prep league baseball season was worth waiting for.

The little coach had reason to smile big yesterday as his Holy Cross team, with the pitching and batting help of his godson, Joe Sanchez, defeated St. Ignatius, 5 to 4.

Holy Cross and St. Ignatius had tied for the conference title last year.

### Sanchez Does It

Sanchez made the difference in yesterday's meeting on Holy Cross' diamond in River Grove.

With five major league scouts watching, the senior right hander pitched three-hit ball, struck out 11, singled and doubled in two times at bat, and drove in the winning run in the sixth inning.

While pleased with Sanchez's performance, Mariani was not surprised. Sanchez is a transfer from St. Viator, where Mariani also coached the young-

## WOODY'S W

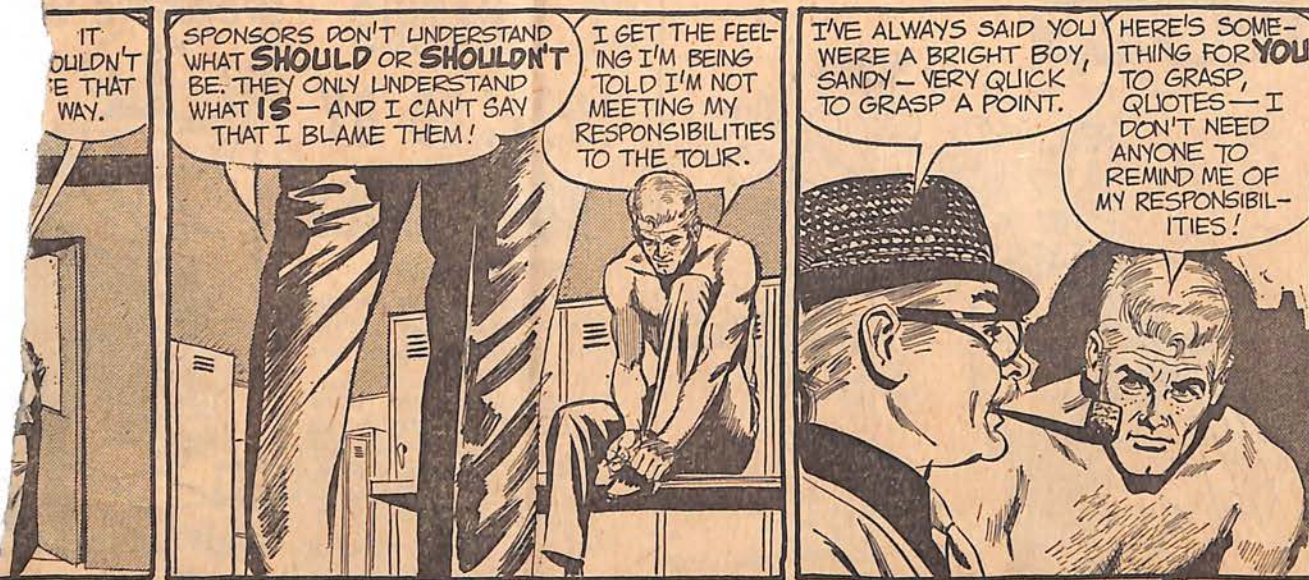


© 1966 by NATL.

"Note the family

### BOWIE ENTRIES

Races start at 12:30 Chicago time.  
1st, \$5,500, mdns, 3 yrs, 6 fur:  
Respond Now 120 Celcit Lyn  
Bad Barbara 120 Troian Belle  
Salida 120 Terra Rubra  
Fairy Queen 120 Flower Dance  
Two Wings 120 Acan Love  
Great Falls 120 Dancing Doll  
Accordintome 120 Longwood Lady  
Handy Sandy 110  
2d, \$3,500, clmg, 3 yrs, 6 fur:  
Bitter Battle 115 Kinas Valley  
Side Car 113 Look n' See  
Meme's King 119 Nerry Lil  
Bengal Mondo 119 Wonder Frost  
S. S. Brandy 119 Distant Idol  
Prove The Fact 110 Spin'n Win  
Blossom Brandy 115 Masqu'ade Party  
Marlins Lady 110 Flying Nade  
Milk and Honey 110 Cali Kerry  
3d, \$4,000, mdns, 2 yrs, 5 fur:  
a-Bee Ba-bee 118 Swiss Maid  
Double Destine 118 Dazzling Doll  
Yellow Fever 118 Double Virtue  
Jetaleen 118 Eskimo Princess  
Rosaida 111 Sun Elect  
Rejected Tip 118 Laughing Liz  
Special Bonus 118 Lisa D.  
Special Bonus 118 Semper Fidelis



## N. U. STARTS DRILLS; YANTA GOES TO PIVOT

Northwestern began preparation for next fall's football campaign yesterday when 80 candidates reported to Coach Alex Agase and his aids for the start of spring practice. The drills will conclude May 14 with the annual intrasquad game.

Agase said the principal objective in the spring workouts would be to develop replacements for the interior offensive and defensive lines which will be hard hit by June graduation.

The first rebuilding step was taken yesterday when Senior Dennis Yanta, regular line-backer last fall, was shifted to offensive center, where no experienced player returns. Yanta saw action at the position as a sophomore.

## Fight; 2 Amateur Bouts Canceled

bouts to be canceled. spokesman for the North-Athletic club, sponsor of program, said he had no what caused the outbreak. ut 400 spectators were in hall.

Of the six fights completed, the highlight came in a light-heavyweight match when John Skzyczynsky, a Notre Dame university student, knocked out Tony Ruick, Catholic Youth organization, in the second round. Other results:

135 POUNDS — Tommy Forlano, Y. M. C. A., beat Billy Stricker, C. Y. O.  
 147 POUNDS—Jessie Davidson, Better Boys Foundation, beat Billy Lerch, C. Y. O.; Harry McDonald, C. Y. O., beat Johnny Kluck, Y. M. C. A.  
 175 POUNDS — Tom Tbockhorst, Al James A. C., stopped Herb Hayes, C. Y. O. [2].  
 HEAVYWEIGHT — Tony Marshall, C. Y. O., beat Richard Pelkey, C. Y. O.

## Cardigan Bay Is 3-5 Choice in International

Yonkers, N. Y., April 11 (AP)—Cardigan Bay, 10-year-old gelding bred in New Zealand, was made the 3-5 favorite today after drawing No. 5 post position for the \$100,000 International pace at Yonkers Thursday night.

penfield Time! AT WHITE BOY PARK



*File*

ATLANTA FEDERAL SAVINGS AND LOAN ASSOCIATION  
P. O. BOX 1723  
ATLANTA, GEORGIA 30301

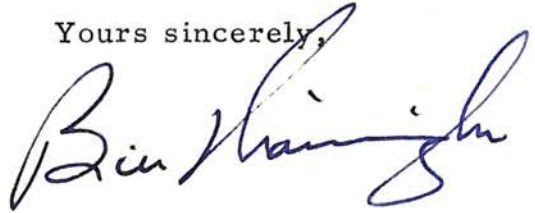
BILL C. WAINWRIGHT  
PRESIDENT

April 8, 1966

Dear Mayor Allen:

Thanks sincerely for your kind invitation to dinner on April 11. It is with deep regret that I shall be unable to attend this affair because the School Board has a regularly scheduled meeting on the same evening.

Yours sincerely,



The Honorable Ivan Allen, Jr.  
68 Mitchell Street, S. W.  
Atlanta, Georgia 30303

JOE H. GERSON  
739 WEST PEACHTREE ST., N.E.  
ATLANTA, GA. 30308

The **EQUITABLE** Life Assurance Society of the United States

TELEPHONE:  
875-7396

January 7, 1966



Dear Mayor Allen:

At a recent meeting of the Braves "400" Club, you, along with Governor Sanders, Earl Mann and Arthur Montgomery, were elected as an Honorary Director, which I hope you will accept.

Last year we were in the experimental stages and this year we really hope to have a great Booster Club to prove to the world that Atlanta is a big league city.

I certainly would appreciate it if you would let me know if you will accept the position of Honorary Director of our Organization.

Sincerely yours,



Joe H. Gerson,  
President

JHG:hh

The Hon. Ivan Allen, Jr.  
Mayor of Atlanta  
City Hall  
Atlanta, Georgia

LIFE AND QUALIFYING MEMBER MILLION DOLLAR ROUND TABLE



# Play ball in Atlanta

*with two major league newspapers*

If you want to score big in the Southeast's first major league city, lead off with The Atlanta Journal and The Atlanta Constitution. Heaviest hitters on an advertiser's team. Best double-play combination in anybody's lineup!

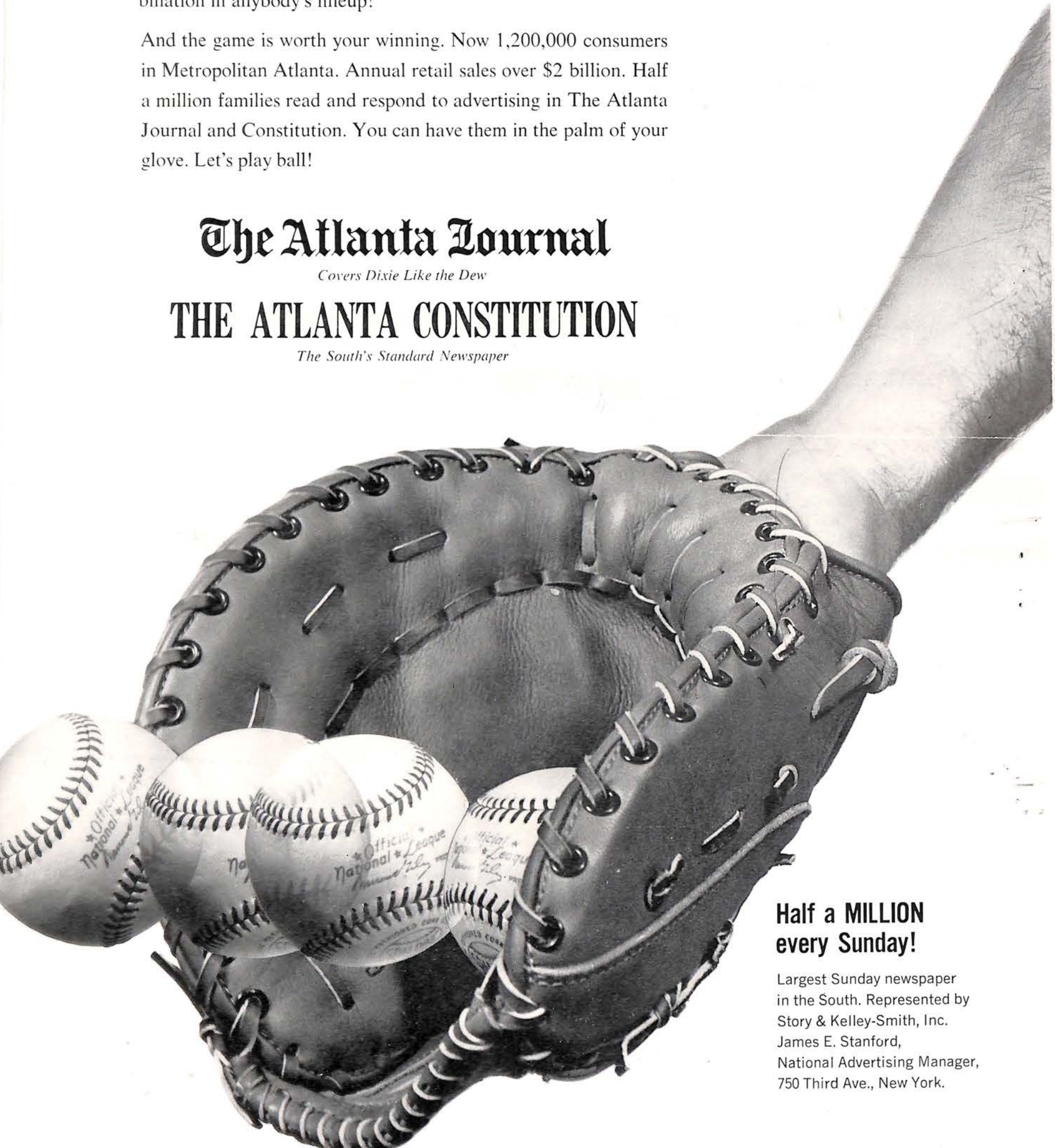
And the game is worth your winning. Now 1,200,000 consumers in Metropolitan Atlanta. Annual retail sales over \$2 billion. Half a million families read and respond to advertising in The Atlanta Journal and Constitution. You can have them in the palm of your glove. Let's play ball!

## The Atlanta Journal

*Covers Dixie Like the Dew*

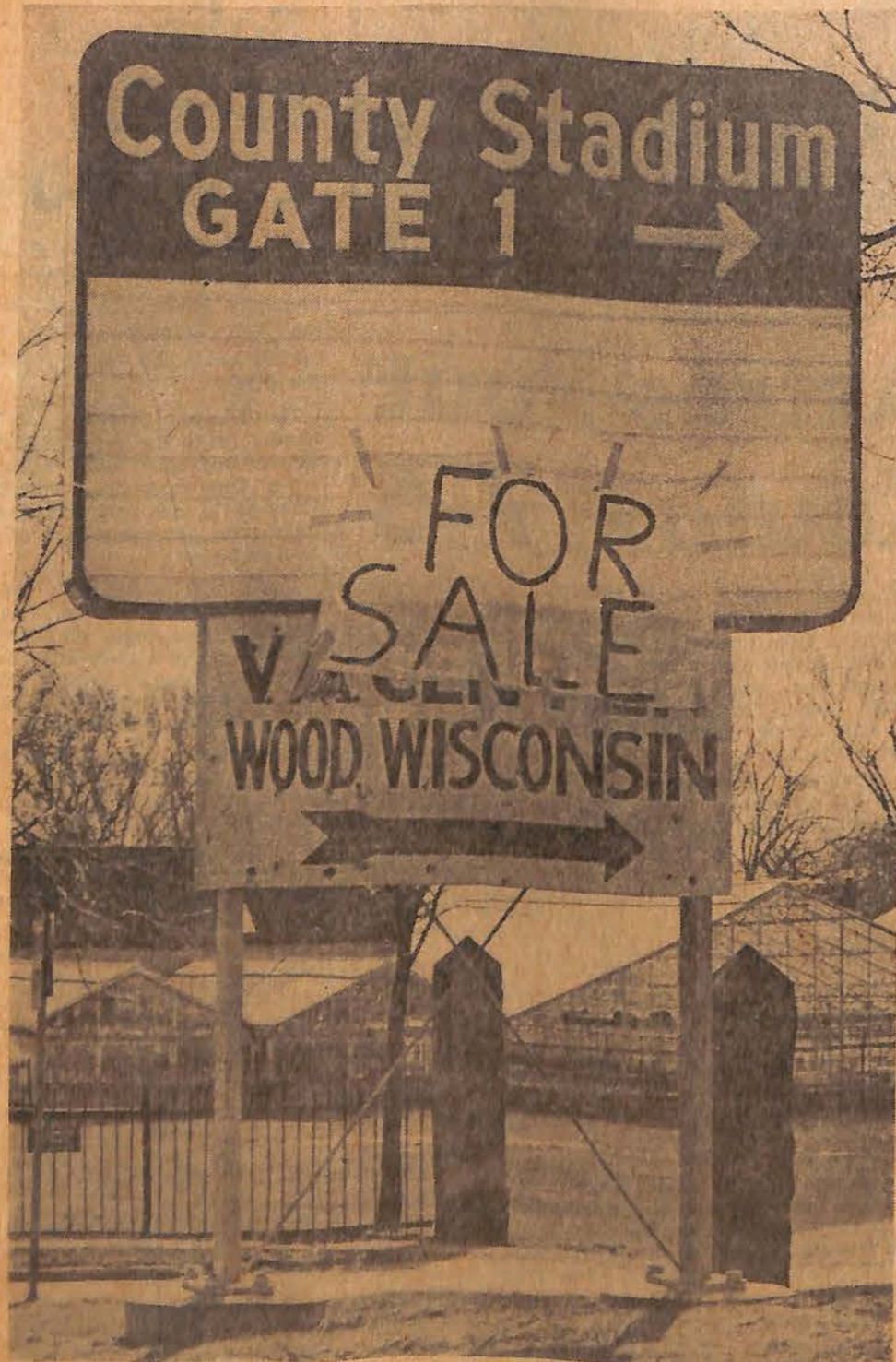
## THE ATLANTA CONSTITUTION

*The South's Standard Newspaper*



**Half a MILLION  
every Sunday!**

Largest Sunday newspaper  
in the South. Represented by  
Story & Kelley-Smith, Inc.  
James E. Stanford,  
National Advertising Manager,  
750 Third Ave., New York.



Motorists traveling on the East-West expressway Wednesday were greeted with

this sign posted by some prankster at the turn-off road to the Stadium.

—Sentinel Photo

## City to Aid State Drive On Bars' Back Sales Tax

The city of Milwaukee has agreed to help in the state tax Local licensing boards in Milwaukee, subject to county approval throughout the state have been set up.

# Residential Voc School Urged

George A. Parkinson, director of the Milwaukee vocational school, recommended Wednesday that Milwaukee apply for a federal grant to establish a residential vocational school which would be much like a college campus.

The school would include dormitories and classroom space for approximately 1,500 students between 15 and 21 years of age.

The total cost of construction and equipment, estimated at approximately five mil-

lion dollars, would be financed by the federal government, under Parkinson's proposal.

Preliminary grants of \$100,000 for planning and architectural services for the school are included in the 1967 federal fiscal budget, he said.

Parkinson said that under the present law the government will finance all operations of the school. However, after a number of years, federal participation in the project might decrease, he said. Then the project would be

continued in the vocational school budget with costs for outside students covered by their communities.

Parkinson said that "high ranking officials" in the bureau of vocational and adult education in the federal department of health, education and welfare (HEW) suggested that Milwaukee would be an "ideal place" for such a school.

The vocational education act of 1963 authorizes appropriations for construction,

equipment and operation of these schools.

Sites for seven such institutions were selected two years ago by the commissioner of vocational education. These sites have now been discarded and new sites will be selected this spring, Parkinson said.

Members of the Milwaukee board of vocational and adult education will vote on the recommendation Apr. 22.

Parkinson said the school would be exclusively for those students whose home environ-

ment is not conducive to study. He said that students would probably have to be recommended for admission by the welfare department of their county.

Parkinson stressed that the students would not necessarily be "problem" children, but persons from homes where the parents were the problem or other distractions are present.

The school would be set up on a regional basis with students from several states coming to Milwaukee for training.

## City April Traffic Hits New High

Milwaukee's downtown traffic load has hit record proportions this month and can only be relieved through greater use of mass transit, Martin E. Bruening, city traffic engineer, said Wednesday.

Bruening said a regular

monthly count of traffic on the East-West freeway, taken last week, tallied 93,000 vehicles in a 24 hour period.

This surpassed the previous high of 90,000, set last August.

Bruening said downtown traffic is rising by "leaps and bounds" this year.

Previous 24 hour traffic counts on the East-West freeway were 79,938 vehicles this way were 79,938 in February and 88,974 in March.

## Council Urged To Buy 1,025 Vote Machines

The city election commission Wednesday recommended that low bids for the sale or lease of 1,025 voting machines to Milwaukee be accepted by the central board of purchases.

The commission's recommendation, however, was contingent upon a city attorney's office review to make certain the machines satisfy all legal requirements.

Andrew L. Lehrbaumer, city purchasing agent, and William J. O'Malley, secretary of the commission, said that the choice between outright purchase or lease of the machines would be the task of the common council.

### Two Bids Accepted

Lehrbaumer Tuesday accepted bids from the Shoup Voting Machine Corp., Bala-Cynwyd, Pa., and the Automatic Voting Machine Corp., Jamestown, N. Y.

He rejected a bid from International Business Machines

"Just Too Many Cars" Although there is much construction downtown, Bruening said, the traffic overload is due simply to "too many cars."

"It's like trying to pour three pints of milk into a quart bottle," he said.

Bruening suggested three solutions:

- Greater use of "freeway flyers," particularly by those who work downtown.
- A graduated system of parking fees to "weed out the all-day parker."
- The ultimate closing of Wisconsin av. from N. 8th st. east to all but mass transit and delivery.

Bruening said in an interview that motorists coming downtown daily cannot continue to expect "portal to portal service."

### Freeway Flyers Help

He said the East-West freeway already would have surpassed its rated capacity of 5,000 cars per hour in one direction in rush hours except for the freeway flyers from the Metropolitan shopping center, where





IN FIFTIES

Partly cloudy west, fair east Thursday. High mostly in the fifties, lower near coast.

34 PAGES—3 PARTS

\*\*\*\*\* FINALE

THURSDAY MORNING, APRIL 14, 1966

TEN CENTS (By carrier, 15 cents weekly)

ROLLER: EXPAND IN '67 OR BRAVES HERE IN '66

By WILLIAM JANZ. Circuit Judge Elmer W. Roller Wednesday night ordered the Braves back from Atlanta this season unless the National league expands and grants this city a franchise for 1967.

and its other clubs, \$3,000 for violation of state antitrust laws. The historic decision was announced after the judge and his staff had worked 36 straight hours to complete the 175 page document.

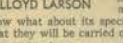
The decision was considered a complete victory for the state in its antitrust suit against baseball. In New York city, William D. Eckert, baseball commissioner said, "I have been informed that the Braves and the National league and the other clubs of the league intend to take an immediate appeal from this order to the Wisconsin supreme court."

with an earlier decision by a superior court in Fulton county, Ga., which ordered the Braves to play their games in Atlanta. Judge Roller, County Judge Marvin Holz and several court reporters started their marathon session in chambers around 9 a.m. Tuesday. The decision was passed out to Turn to Page 5, Col. 1

Lloyd Larson

Decision Ends 1st Skirmish In Fight That's Not Finished

JUDGING by early reaction to Judge Elmer Roller's decision, it is only the beginning. The ball game has just started. In fact, leading baseball people, including Commissioner William D. Eckert and National league president, Warren Giles, seem to lean more toward the idea that what has been going on these many weeks in room 300 of the courthouse was so much "bating" and "feeling" practice for the legal battles coming up in higher courts.



LLOYD LARSON Now what about its specific provisions? What are the odds that they will be carried out? Frankly, there appears to be very little chance of bringing the Braves back to Milwaukee. I have the feeling that baseball will do anything, absolutely anything, rather than bow to that part of the "either/or" edict. Even expand. Not that expansion is much more acceptable. All baseball leaders and owners have made themselves very clear on that point time and again. But expansion is possible in a number of ways, depending on the quality desired for the new teams. The best plan, to my way of thinking, would be for each existing team to name a reasonable number of untouchables—say 15 or 16. From the other members of the regular roster and the 15 minor league players under control, the expansion teams would do their drafting. That would guarantee the new clubs some quality and protect them against the "growing pains" experienced by the New York Mets, Houston Colt and Washington Senators. The California Angels got off to a much better start, thanks to a combination of good management and good luck. A sound expansion plan should include a reduction in regular rosters from 25 to 21 or 22, thus making three or four extra players available. Many such fringe players have the talent and sure fire big league potential. They lack only the opportunity for daily play and the experience gained therefrom. Along with a workable expansion system, the situation calls for statesmanship and leadership if the image of baseball, the national pastime from the immemorial, is to be kept bright and shining. This is a critical period in the grand old sport's history. Problems seem to be mounting. But they can be solved. Let's hope the necessary give and take spirit prevails.

Group Ready To Run Club, Selig Says

It's Wild Scene in Courtroom

By JOE PECOR Someone yelled, "He's ordered the Braves back to Milwaukee!" Then it was wild. Near pandemonium broke loose Wednesday night in Circuit Judge Elmer W. Roller's courtroom. Reporters ran for telephones, clutching the judge's 175 page decision. Courtroom spectators jumped up and down amid cheers and applause. Cameras flashed. That was the first fraction of 150 persons who crammed the courtroom awaiting the decision. Judge Roller had indeed ordered the Braves back to Milwaukee in 1966, unless the National league submitted a plan to provide an expansion franchise here in 1967. That first cry about the Braves return was yelled by a fan who guessed the meaning of the smiles from reporters who had received the decision. The only more or less formal announcement was made a few minutes later by Willard S. Stafford, attorney for the state. He read from the decision and discussed the case with newsmen and spectators. As he worked through the day, a "no admittance" sign in red-letters had separated the judge from the anxious attorneys, newsmen and spectators. On one side of the sign persons waited, ate oranges and drank coffee. On the other side they worked. In chambers, Judge Roller worked on his decision. "I've had two children," said Atty. Gen. Bronson C. La Follette, "and waiting for them wasn't as bad as this."

Five National Broadcasting Co. newsmen had slept on courtroom benches Tuesday night waiting for the decision. A local Turn to Page 10, Col. 1



A tired Judge Elmer W. Roller managed a faint smile Wednesday night and his face showed a growth of beard as he emerged from his chambers in the courthouse to announce his decision to reporters.

COVERAGE OF DECISION

- Roller orders expansion. Ready to run club, says Selig. Wild scene in courtroom. Baseball offered a deal. Larson says it's only a battle. Page 1. League leaders comment on order. Page 7. "I did my best," says Roller. Page 5. Roller's conclusions and partial text on Page 6. Stadium holds memories. Many legal decisions in Braves shifts. Cellular battle decision. Tavern patrons' reaction. Page 7. Family unable to slow judge. Page 8. Pictures on Pages 1, 6 and 7 and Page 1, Part 2. Other stories in Sports Section.

Wisconsin Traffic Deaths

Table with 2 columns: Year (1966, 1965, 1964) and Deaths (218, 206, 223)

Baseball Offered City Club in '68 or '69

Baseball offered Milwaukee an expansion club in 1968 or the following year if Wisconsin would drop its antitrust suit against the Braves and the National league, an authoritative source told The Milwaukee Sentinel Wednesday night. Circuit Judge Elmer W. Roller, however, said the settlement offers were unacceptable to the state and turned them down. "Expansion in 1967 is impossible," the source said. "However, expansion, including in Milwaukee, has been discussed for either 1968 or 1969 by important baseball people." "They spoke in terms of expansion before 1970," the source added, "probably in

TODAY'S CHUCKLE

Definition of that uneasy feeling: Some of us don't know what we want but we feel sure we don't have it. "There was no offer by baseball," Giles claimed. However, Judge Roller revealed that baseball offered to settle the suit, based on the transfer of the Braves from Milwaukee to Atlanta, before and during the trial. "In any event it wouldn't happen earlier than 1968 and by 1970 at the latest." Baseball Commissioner William D. Eckert is understood to have sat in on the discussions. Warren Giles, president of the National league, and National league owners disclaim any knowledge of last minute efforts by baseball to avert the ruling in Wisconsin's antitrust suit. "There was no offer by baseball," Giles claimed. However, Judge Roller revealed that baseball offered to settle the suit, based on the transfer of the Braves from Milwaukee to Atlanta, before and during the trial.

Today's Feature Index

Table with 2 columns: Section Name and Page Number. Includes: Amusements, Bridge, Business news, Classified ads, Comics, Editorials, Editorial features, Personalities in the news, THE COLUMNISTS, BUCHWALD, RIESEL, BISHOP, WILSON, JAMIE.

Dock Accord May Bring Vessel Back

By EARL GOLZ Wednesday, ended the operators' six day refusal to handle cargo at the Milwaukee port. Terminal operators agreed to resume cargo handling Thursday instead of next Tuesday after the union agreed that it would not call a strike before general cargo handlers representative would not call a strike before the longshoremen's union and three terminal operators, reached day

**ART BUCHWALD**

Washington, D. C.—Vice-President Humphrey threw out the first ball of the baseball season at the District of Columbia stadium Monday. How and why the vice-president was chosen for this important task can now be revealed. The vice-president was home when he received a call from the president.



**BUCHWALD**

"Hubert, I'm sorry to bother you."  
 "Oh, that's all right, Mr. President. Murrie and I were just going over the plans for our new \$750,000 house."  
 "Fine. Hubert, I have a job that I can only entrust to you."  
 "You want me to go back to Vietnam and talk to the Buddhists?"  
 "No, Hubert. It's trickier than that. I want you to go out to D. C. stadium and throw out the first ball of the baseball season. Are you up to it?"  
 "Yes, sir, Mr. President. Does that mean you're not going?"  
 "That's right. If I go out there and throw out the first ball, that means I'll commit myself to the Washington Senators team, and after Hawaii I'm not about to commit myself to anybody."  
 "I think you're wise, sir. If Washington loses, you can always blame it on me."  
 "There are a couple of things, Hubert. Where were you going to throw the ball?"  
 "Where do you want me to throw it, sir?"

**'Throw No Curves,' LBJ Told Hubert**

"Throw it towards, first base."  
 "That's exactly where I thought I'd throw it."  
 "And don't put a curve on it. If I threw it, they'd expect a curve, but I think you'd look better if you threw it straight."  
 "I've got you, sir. What's the White House policy as far as the Washington Senators are concerned?"  
 "You can say we support them, that we, of course, would like them to win, but it isn't enough just to win. There must also be social and economic reforms for the players. We want nothing for ourselves. We just want them to be happy and to decide their own destiny without outside interference."  
 "That makes sense, Mr. President. I'll draft a speech to that effect."  
 "You'd better not make it a speech, Hubert. They're supposed to play in the afternoon and if you spoke they might be forced to play a night game."  
 "I guess you're right, sir."  
 "One more thing, Hubert. Don't offer the Washington team any financial aid. I know how you get carried away."  
 "I won't, sir. I learned my lesson in India."  
 "You can take my helicopter, Hubert, and I'll send Jack Valenti along with you. He can help you throw out the ball."  
 "I'd appreciate that, sir. Jack can be very helpful at times like this."  
 "Well, that's about it, Hubert. I'll be watching you on TV



—By a Sentinal Artist

and I know you're going to make a throw that will long be remembered."  
 "I'll put everything I've got behind it, Mr. President."  
 "I'm sure you will, Hubert. I put you on the Johnson team because I knew you would always be ready to go there and pitch."  
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**Your Social Security**

Specific questions of general interest will be answered by personnel in the Milwaukee social security office every Monday and Thursday in The Milwaukee Sentinel. Send questions to Your Social Security, The Sentinel, 818 N. 4th St., Milwaukee, Wis. 53201. Questions which are not possible to answer in the column will be answered by mail from the social security office. You may also obtain information by visiting the social security offices at 342 N. Water St. or 4331 W. Oklahoma av.

advise you to secure some proof of your age which was established before your 11th birthday. Suggest you visit your nearest office for more information on the new regulations regarding proof of age.

**NOW**  
 612 N. Water  
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 OPPOSITE MARINE PLAZA  
**OMEGA** Watches  
 24 HOUR WATCH SERVICE

**Henry Jung**  
 THE TIME SHOP  
 612 N. Water St.  
 Milwaukee, Wis. 53201

**DDAY**  
 9 Times  
 2:00, 7:00  
**ICALS**  
 Entire Family -  
**ON STAGE**  
**EPOROS**  
 Clothes  
**7 TIMES**  
 10:30-11:30, 2:00  
 4:00 production...  
**ABST** Also, \$1.25  
**REARE** \$1.50, \$2  
 Sale at Dear

**ing Best Picture**

**EVER MADE!**

**OR BY MAIL**

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**ON IS BLUE!**

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**World in Brief**

From Sentinel Wire Services

**Wildcat Strikes Close More Mines**  
 Pittsburgh, Pa. — Soft coal miners tricked back to work in parts of the midwest and south, but rebellious roving pickets spread through eastern Kentucky Wednesday, closing non-union mines in the third day of a mass coal strike. The latest mine closings came as union and management officials resumed contract talks in Washington in an attempt to end the wildcat walkout which has cut off much of the nation's soft coal production.

**Hope Envisioned in Married Priests**  
 Chicago, Ill. — An official of the Pan American Union said Wednesday he believes that the ordination of married men would help solve an acute shortage of priests in Latin America. John McAdams, director of publications for the union in Washington, D. C., told the 63rd annual convention of the National Catholic Educational association that the "grave economic and social problems faced by the Latin American countries also are found in their spiritual life." McAdams said the Vatican II council has assisted in the solution of those problems by authorizing that married men may be ordained as deacons.

**Hamilton Need Not Fear Draft Board**  
 Washington, D. C. — Selective service officials Wednesday rated as virtually nil the chance that movie star George Hamilton might be drafted, unless there is a feature of his case not known at national headquarters. Hamilton, who has been dating President Johnson's older daughter, Lynda, and gave her a friendship ring, has been in draft status 3-A since 1962 because of a dependent mother. There have been reports that his deferred draft status might be withdrawn, but officials in Washington said they knew of no basis for such an action.

**'I Did the Best I Could'**

"I did the best I could," Circuit Judge Elmer W. Roller told a reporter Wednesday night after the release of his decision in Wisconsin's anti-trust suit against the Braves and the league.

The judge smiled. His eyes were swollen and a stubble of beard was on his face as he gave his thoughts on the case.

"It is my hope this decision will bring baseball to the conference table."  
 "I've examined over 100 different plans to put before baseball before making my decision. I don't know what effect my decision will have on baseball."  
 "His success depends on how seriously baseball takes it."  
 "I wish to hell many times I could have got out of this."

The judge wore an un-wrinkled white shirt. His tie was tight and pinned.

He had been preparing the decision since last Thursday. He worked 21 hours Monday. He then returned to his chambers at 8:45 a.m. Tuesday and worked until the decision

**ATANTA KEPT IT QUIET**

By Sentinel Staff Writer  
 Atlanta, Ga. — No announcement of Judge Elmer W. Roller's decision was made at the Braves-Pittsburgh game in Atlanta Wednesday night.  
 The decision came to reporters in the press box by ticker and telephone, but there was no announcement to the crowd. Nor was it flashed on the Braves-O'Gram electric sign.  
 The decision came during the ninth inning.

was announced shortly before 9 p.m. Wednesday.  
 After the announcement, he greeted spectators cordially.

**Pops Concert**

The Milwaukee Pops youth band and the Milwaukee Pops cadet band will perform at 7:30 p.m. Saturday in the new Nathan Hale high school, 11601 W. Lincoln av., West Allis.

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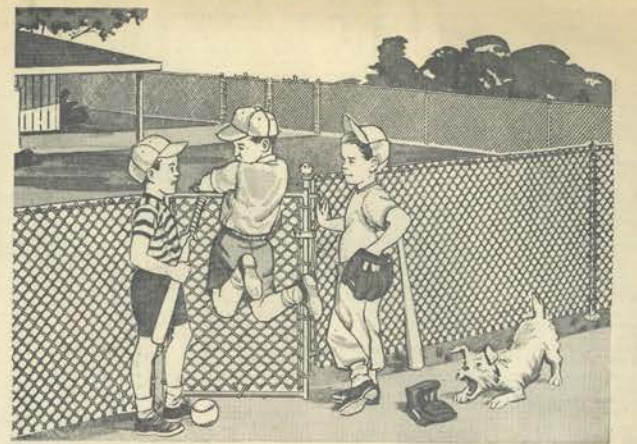
5 Piece Round Mica Top Table, NOW	\$44.95
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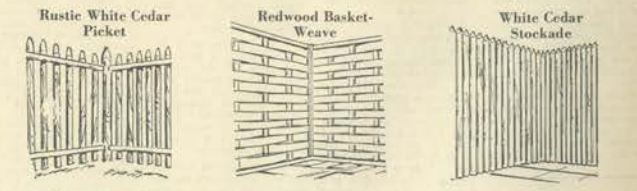
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**Chain Link Fencing**

Surround your home and property with the kind of year after year protection only steel fencing provides. Complete galvanizing leaves no surfaces to rust. Neat diamond pattern enhances the beauty of any yard, harmonizes with any style of architecture. Makes attractive as well as protective frame for well kept lawns and gardens.

INSTALLATIONS ARRANGED . . . NO MONEY DOWN on Sears Easy Payment Plan



Open **TONIGHT** and Every Monday, Wednesday, Thursday and Friday 'til 9  
 Open Every Day at 9 a.m.; Open Tuesday and Saturday 'til 5:30 p.m.

SHOP AT SEARS AND SAVE Satisfaction Guaranteed or Your Money Back

You Can Count on Us . . . Quality Costs No More at Sears

**Sears LAST 3 DAYS!**

**Save \$15.07 on This 40 Gallon Gas Water Heater**

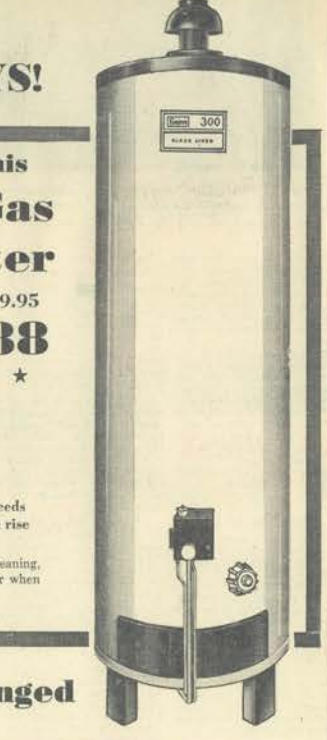
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| MILWAUKEE<br>300 N. MILWAUKEE ST.<br>442-7700 | WEST BEND<br>100 W. STATE ST.<br>435-4300 | GLADSTONE<br>100 W. STATE ST.<br>333-7900 | POWELL BLVD.<br>100 W. STATE ST.<br>441-0110 | STURTEVANT<br>100 W. STATE ST.<br>440-3000 | WALKERSVILLE<br>210 S. BROADWAY<br>242-7970 |
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BRAVES

'Violated State Laws'

Continued From Page 1  
newsmen about 8:45 p.m. Wednesday.

Judge Roller said the defendants are "harshly restrained and enjoined from playing the home championship schedule of the defendant Milwaukee Braves, Inc. in any city or place other than in the county of Milwaukee, state of Wisconsin, at County Stadium. . ."

If no expansion plan is submitted by May 16, the judge said the stay would be terminated by the court. He said he would do the same in the event the court concludes that the plan is unsatisfactory.

In that case, Judge Roller said: "The defendant Milwaukee Braves, Inc. . . will perform its home games in the county of Milwaukee under the supervision of the court and commission herein appointed by the court."

The defendants violated the state's antitrust laws "in that they combined and conspired among themselves to monopolize the business of major league professional baseball within the state of Wisconsin," he ruled.

"I have now agreed to transfer the site of major league baseball exhibitions from

Milwaukee, Wis., to Atlanta, Ga., with the result that trade and commerce within the state of Wisconsin have been substantially restrained," the decision said.

The judge said the defendants' "monopolistic control of major league professional baseball requires the defendants to exercise reasonable control."

He added that the transfer of both the Milwaukee franchise and the franchise to replace that franchise in the city "was an unreasonable exercise of the monopolistic control of the business of major league professional baseball" and was in violation of state statutes.

Judge Roller said the refusal of both the National and American leagues to issue a franchise to either the county or the Milwaukee Brewers Baseball Club, Inc., "was a concerted refusal to deal in restraint of trade and commerce within the state of Wisconsin."

He noted that the attendance at Braves home games from 1953 through 1965 was 19,551,163, second only to the Dodgers, who performed in Brooklyn and Los Angeles, and first in Milwaukee.

Rumors of the Braves moving the franchise "adversely affected" attendance here in 1963, the judge said. He also blamed

the Braves for not promoting interest in attendance during 1965, after announcing the team would move.

Braves officials and some other baseball executives have criticized the press in Milwaukee.

However, Judge Roller said, "The record in this case demonstrates that major league baseball was covered favorably by the newspapers in Milwaukee."

He added, "People in baseball, like people in any other public business, cannot (and indeed the record herein indicates that they do not) expect to be without the critical comment of an independent press."

Judge Roller also noted that Horace Stoneham, owner of the San Francisco Giants, had "expressed the opinion that continual criticism adversely affects attendance, but that some controversy in the press is beneficial as long as one side is for you."

"It would appear that Mr. Lloyd Larson (sports editor of The Milwaukee Sentinel) and The Sentinel provided that side, as demonstrated by a sympathetic attitude to baseball and the cordial treatment he received when he tried to compare the National League (at a league meeting) to keep the Braves' franchise in Milwaukee."

It also cannot be said that civic leaders in the state did not support the team, Judge Roller said.

"The record will not support a conclusion that the public officials were unfriendly to the Braves," he stated.

Judge Roller said that if the league desired to go to Atlanta and offer baseball to the south-

eastern part of the country, it could have awarded a new franchise to Atlanta.

He said there were enough players available for a new team, including a new team for Milwaukee.

By the Braves leaving here, the state will be deprived of both economic and recreational benefits, the judge said.

"Although the record does not reveal the exact measure of the financial success of the Perini operation in Milwaukee, there is sufficient evidence to conclude that it was exceedingly lucrative," the judge said.

When Lou Perini, who brought the club here from Boston in 1955, sold his majority ownership in 1962 to a Chicago based group he "was not too popular in Milwaukee and stated that if the popularity of the ownership could be corrected to some degree and the attendance restored, the operation would be successful," it was stated in the decision.

After the Chicago group took over the Braves operation in 1962, there was a public offering of Braves' stock.

The judge noted, "It is said that there was a lack of enthusiasm on the part of these persons solicited. But none of the parties had other than a casual knowledge of the individuals comprising the Bartholomew group who were not local people."

He referred to William C. Bartholomew, head of the Braves organization.

"None of the Bartholomew group had any extensive experience in baseball nor had demonstrated any ability as baseball entrepreneurs," he said. "All that was being offered to the

selected Milwaukee businessmen was a minority interest in the operating company—a fractional interest which had proven distasteful to the Bartholomew group when they were minority owners of the White Sox."

The Braves have reported substantial losses in Milwaukee but, the judge said, "book losses resulted primarily from the depreciation of the player contracts and the costs of player development and replacement. The cash flow did not impair the continued development of the quality of the team."

The state in the long trial had contended that baseball was monopolistic and was using this power against the state.

Judge Roller commented, "The claim that organized baseball is a monopoly is fully supported by the record."

Although federal court decisions have upheld baseball in court tests in the past, the judge said that "the federal decisions are not conclusive of this case."

Baseball had objected to the jurisdiction of the court.

However, the judge said the court had jurisdiction. He also found that the state was a gen-

erally party in interest in the suit. Baseball said the state was not a party in interest.

Judge Roller worked on his ruling almost a day and night since the 38 day trial ended pages, it became apparent that

Apr. 6. He originally announced that his decision might come last weekend, but as he waited through the mountain of trial testimony which ran 7,000 pages, it became apparent that

an early ruling was out of the question.

Meanwhile, the Braves opened their season against the Pittsburgh Pirates in Atlanta (Ga.) Tuesday night.

aid

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bring this action in  
Teams, Inc., the  
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Expansion of the  
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Tour Dissipates  
Fear of College

By SUE KAUFMAN  
"Before I made this trip I had  
doubted that college had nothing  
to offer me. . . I was going  
to get married."

That's what Sandra McCree, Riverside high school senior, told Mrs. Willie Scott, Milwaukee public school system guidance counselor, Wednesday.

"But now I've changed my mind. . . I want to go to college," Miss McCree said.

The trip to which the young Negro girl referred was made by 40 Milwaukee high school juniors and seniors to three Wisconsin State university campuses—Oshkosh, Stevens Point and Whitewater.

The pupils had been chosen from five Milwaukee high schools. The trip was designed for disadvantaged students who were believed to be uninformed as to the opportunities presented by the Wisconsin state university system.

Most of the 40 students were Negroes.

The group left Milwaukee by bus Tuesday, accompanied by John Busone, guidance counselor and math instructor at Lincoln high school, and Mrs. Scott.

The pupils visited the Oshkosh campus Tuesday morning and traveled to Stevens Point, where they spent Tuesday night in college dormitories after attending discussion and information sessions.

"The girls in the dorm were just tremendous," Charmaine Pirle, 2522 N. 17th st., a North Division senior said.

Each girl and boy on the tour was assigned a college "roommate" for the night at the university.

"The senior that I stayed with told me that it really isn't necessary to be a brain to stay in college," said Spencer Coggs, 2907 N. 2nd st., another North Division senior. "This guy said what I really take is hard work."

Coggs is planning to major in English and is considering Oshkosh State at present.

The pupils from North and West Division, Lincoln, Rufus King and Riverside high schools visited the Whitewater campus Wednesday. Unlike Stevens Point and Oshkosh, the campus there was deserted, because students are on Easter vacation.

The tired pupils returned to Milwaukee late Wednesday afternoon to begin to sift through the busloads of information books and bulletins they received during their tour.

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Milwaukee, Wisconsin 53201

Yes, I would like to have an application for a First Wisconsin Charge Card. I understand that this costs me nothing and that there is no other obligation.

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Address.....  
City..... Zip.....



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in cooperation with all First Wisconsin Banksters banks

June 3, 1966

Mr. John Doran  
550-7th Street, N  
St. Petersburg, Florida

Dear Mr. Doran:

I appreciate your letter and your generous comments  
about the Atlanta Stadium.

I certainly hope the Atlanta Braves will continue to  
have your support, win or lose.

Sincerely,

Ivan Allen, Jr.

IAJr..bea

*atl. Braves*

June 2, 1966

Mr. Joseph B. Hinerfield, President  
Secom Systems, Inc.  
1526 Howell Mill Road, N. W.  
Atlanta, Georgia 30318

Dear Mr. Hinerfield:

Thank you very much for your letter of June 1st and your suggestions about the promotion of the Atlanta Braves.

I shall be delighted to discuss this with the proper parties and certainly appreciate your enthusiastic interest.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

STATISTICS EXTRACTED FROM THE ATLANTA BRAVES ECONOMIC IMPACT STUDY  
CONDUCTED BY THE GEORGIA TECH SCHOOL OF INDUSTRIAL MANAGEMENT

1. Attendance

Season (excluding children)	1,539,801
Out-of-town fans	634,398 (41 percent of total)
Local fans	905,403 (59 percent of total)

2. Radio following

82 percent of local fans followed the Braves on the radio regularly, as did 59 percent of out-of-town fans for an average of 73 percent for all fans.

3. Mode of transportation

<u>Mode</u>	<u>Percent of Attendance</u>
Drove car to Stadium	81
Drove car to town and walked	1
Drove car to town and took bus	7
Drove car to other and took bus	1
Took bus only	4
Charter bus	2
Taxi	2
Walked	2

(12 percent used bus)

4. Seat preference

Local fans dominated the General Admission (70 percent) and Pavilion (68 percent) while out-of-town fans gravitated toward the more expensive Loge (50 percent) and Field Level (48 percent) seats.

5. Characteristics of local fans

Typical fan expected to see 16 to 25 games over the season. Over 107,000 different Atlantans attended at least one game. 40 percent of the local fans live in the Northeast section of Atlanta with the rest being equally distributed over other quadrants. 52 percent of the local fans came with their families. The average distance travelled by a fan was 8.4 miles.

6. Characteristics of out-of-town fans

78 percent of out-of-town fans (32 percent of total) came to Atlanta primarily to see a ball game, 7 percent were on business, 6 percent were on vacation, 4 percent were visiting friends and the remainder were just passing through, conventioning, etc. The typical out-of-town fan expected to see 4 games over the season. About 174,000 different out of towners came to see the Braves play. 75,000 were from other towns and cities in Georgia and 99,000 came from 23 different states, primarily Alabama (13 percent), Tennessee (11 percent), South Carolina (9 percent), North Carolina (9 percent) and Florida (5 percent). Groups came from as far away as Los Angeles, Chicago, and Ottawa.

55 percent of out-of-town fans came with their families and 6 percent came with organized groups.

The average distance travelled primarily to see a ball game was 146 miles. 16 percent travelled less than 50 miles, 21 percent 50-99 miles, 18 percent 100-149 miles, 12 percent 150-199 miles 16 percent 200-300 miles and 16 percent more than 300 miles.

7. Expenditures

Expenditures by all fans in the local economy are estimated at \$9,254,000. This figure includes expenditures by out-of-town fans, local fans, visiting teams, visiting scouts, and the Braves, but excludes funds leaving Atlanta in support of the farm system, for spring training, through visiting teams, and for support of the National League. These expenditures are divided as follows:

<u>Item</u>	<u>Amount</u>	<u>Percent</u>
Concessions	\$1,539,000	17
Gasoline	529,000	6
Food and entertainment	2,527,000	27
Parking	178,000	2
Buses	106,000	1
Game (ticket revenue remaining in Atlanta)	2,771,000	30
Lodging	1,515,000	16
Other (including taxi service)	89,000	1
Total	\$9,254,000	100

The relative importance of these expenditures by local and by out-of-town fans is indicated in the diagrams on page 3.

8. The multiplier effect

Estimates of the multiplier for Atlanta indicate that new money spent in Atlanta results in the up to 3.3 times the original amount in income for Atlantans. Unless an economy is entirely self-sufficient, a portion of circulating expenditures leaks out with each transaction in payment for other goods, supplies and services imported from other areas. Calculations indicate that this leakage may be as small as 30 percent for Atlanta. As circulation continues, local incomes increase in a continuing but diminishing chain. This increase ultimately reaches 3.3 times the original expenditure.

On this basis, the direct expenditures listed above could eventually mean \$30,538,000 in additional incomes for Atlantans.

If only expenditures by out-of-towners were included as new money, their expenditures of \$6,311,000 would mean up to \$20,826,000 in additional incomes for Atlantans.

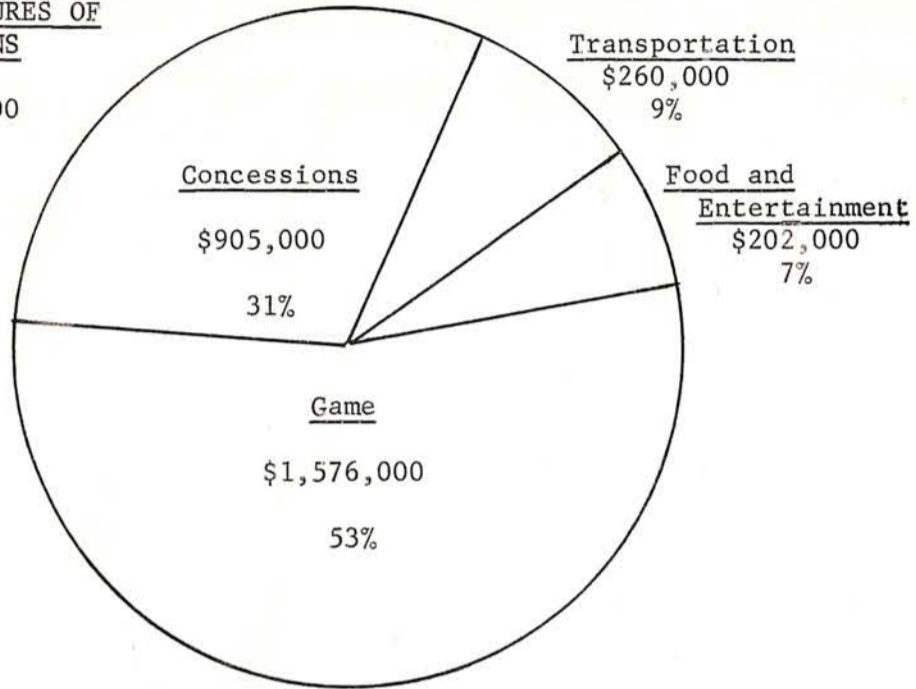
9. Non-economic impact

Atlanta was mentioned over 280,000 times in daily newspapers, 4 local games were carried nationally by NBC-TV, 21 Southeastern TV stations televised 20 games, and 39 regional radio stations regularly broadcast games. Braves personnel made over 395 appearances across the state and made pre-season visits to 24 major cities in the Southeast.

EXPENDITURE CATEGORIES FOR BRAVES FANS

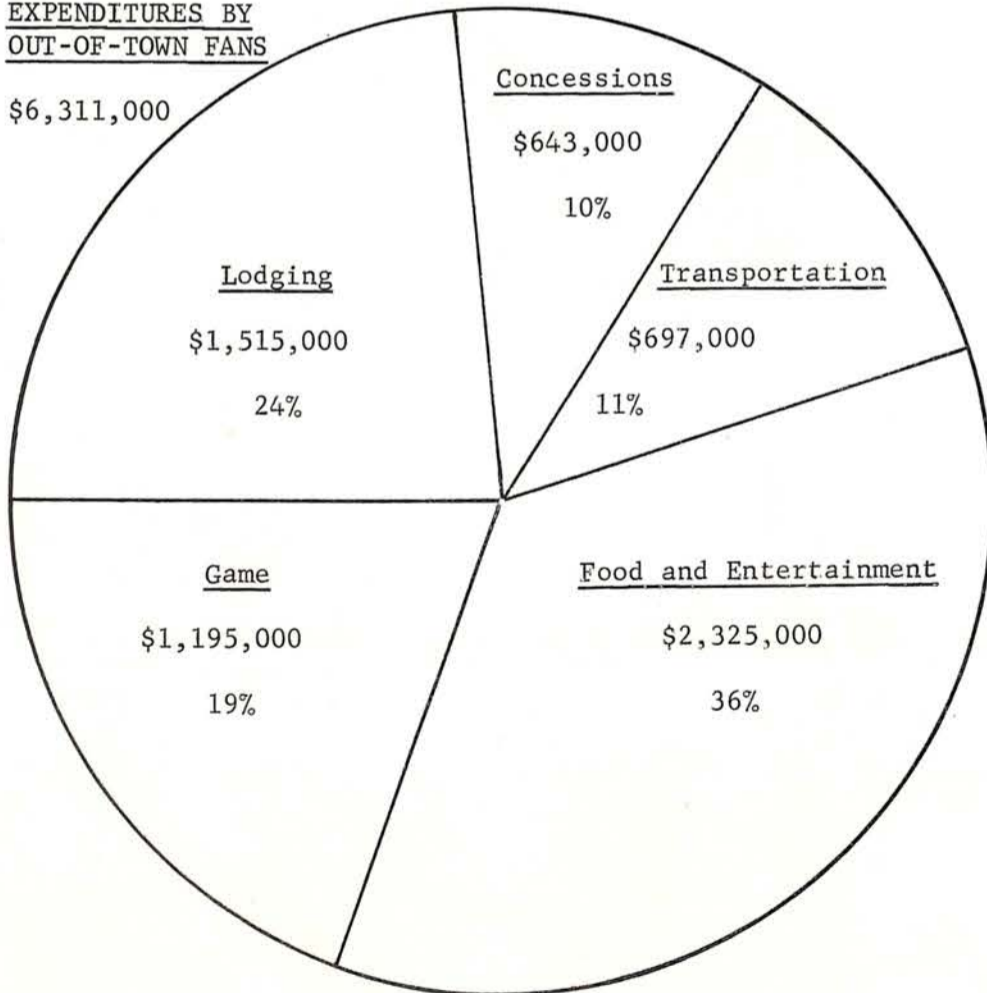
EXPENDITURES OF LOCAL FANS

\$2,943,000



EXPENDITURES BY OUT-OF-TOWN FANS

\$6,311,000



October 18, 1966



Mr. P. Cotter  
99 Rock Lane West  
Rock Ferry, Birkenhead  
Cheshire, England

Dear Mr. Cotter:

This will acknowledge receipt of your letter regarding your interest in teaching Soccer in Atlanta.

Since the Soccer franchise is owned by the Atlanta Braves, I am forwarding your letter to Mr. Richard Cecil for consideration.

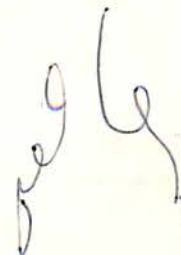
Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Richard Cecil

October 17, 1966



Mr. Keith E. Carrington, Esq.  
3 King's Road  
Waltham Cross  
Hert's, England

Dear Mr. Carrington:

I certainly appreciate your nice letter regarding the BBC Television Program about Atlanta and our new Soccer franchise. We are very excited about the advent of this sport in Atlanta.

I am pleased to know that you will be coming to America next year and certainly hope you will have an opportunity to visit Atlanta. I am forwarding your letter to Mr. Richard A. Cecil of the Atlanta Braves, who may be of assistance in locating an Atlanta family who might have a guest room for rent. I am sure you will hear from him shortly.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Richard Cecil



August 23, 1966

Mr. John McHale  
The Atlanta Braves  
Atlanta Stadium  
Atlanta, Georgia

Dear John:

My good friend, Kenneth Melear, advises me that he is making application to sell Braves' tickets at his place in Fayetteville next year.

My experience has indicated that he is a gentleman of the highest quality and his place of business would be an excellent outlet for Braves' tickets. Your consideration will be greatly appreciated.

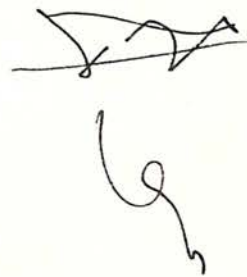
Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Kenneth Melear

August 15, 1966

Handwritten signature and initials in the top right corner of the page.

Miss Phillis Kapp  
c/o S. R. Freeman  
Landmark Apartment #2204  
215 Piedmont Avenue  
Atlanta, Georgia

Dear Miss Kapp:

This will acknowledge receipt of your letter requesting a refund from the Barbara Streisand Concert.

I am forwarding your letter to Mr. Rod Kimball, Director of Special Events for the Braves, I am sure it will receive proper consideration.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Rod Kimball

August 9, 1966

Professor George D. Houser  
Professor Robert A. Weinberg  
Georgia Institute of Technology  
School of Industrial Management  
Atlanta, Georgia 30332

Dear Professors Houser and Weinberg:

I am pleased to learn of the independent research project chosen by one of your students regarding the economic impact of the Braves' move to Atlanta.

I am sure that all of the available information has been given to you and I look forward to reviewing the report when it is published.

Sincerely,

Ivan Allen, Jr.  
Mayor

IAJr:eo

GEORGIA INSTITUTE OF TECHNOLOGY  
ATLANTA, GEORGIA 30332

SCHOOL OF  
INDUSTRIAL MANAGEMENT

August 5, 1966

2.3  
JK, 96  
M

The Honorable Ivan H. Allen  
Mayor of Atlanta  
Georgia

Dear Mayor Allen:

One of the degree requirements for a Master of Science in Industrial Management at Georgia Tech is an independent research project to be chosen by the student involved. In fulfilling this requirement, we have undertaken an analysis of the economic impact of the Atlanta Braves on the city of Atlanta.

During a conversation this morning with Dale Henson, of the Chamber of Commerce, it was pointed up that the results of this study might be of interest to your office. The effort has been underwritten by the Braves and includes some 1500 personal interviews during ball games, so it should be as comprehensive as anything which is currently available. The study will be completed during September and the Braves should be able to distribute the findings shortly thereafter; however, we are in no position to commit the Braves management to any specific publication date.

If your office has any information which might serve to make the study more complete and/or valid, we would appreciate it if it could be forwarded to us, or we would be glad to make arrangements to visit your office and obtain it personally. We will appreciate any help which you might provide and hope that the published results will be of use to your office.

Sincerely yours,



George D. Houser



Robert A. Weinberg

August 1, 1966

Mr. John J. McHale  
President and General Manager  
Atlanta Braves, Inc.  
Atlanta Stadium  
Atlanta, Georgia

Dear John:

We thomoughly enjoyed the Virginia peanuts  
which you sent us at the game.

This was a great week-end and I know August  
8th will further enhance our attendance records.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

August 3, 1966

Mrs. JoAnne Norton  
Mrs. Suzanne Dunn  
908 Cascade Avenue, S. W.  
Atlanta, Georgia 30311

Dear Mrs. Norton and Mrs. Dunn:

This will acknowledge receipt of your letter of July 28th regarding your recent trip to the Stadium with your Cub Scout Pack.

I am sorry that your trip did not provide an opportunity to meet all of the Braves, but I am sure you realize the many problems with which a major league team is confronted. I certainly hope that in the future the Braves can keep the public fully informed as to the availability of the players to sign autographs.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. John McHale

July 28, 1966

Hon. Ivan Allen, Mayor  
City Hall  
Atlanta, Georgia

Dear Sir:

On July 27th we carried twelve Cub Scouts to Atlanta Stadium to see the ball game and to meet the Braves - or so we thought.

We had been up to the Stadium Office on a previous visit and the young lady told us we could bring the boys to an evening game at 6 p.m. and they could be taken into the dugout to meet the players. To confirm this I called Mr. Joe Gershon, President of the Braves 400 Club. He referred me to Mr. Jerry Sachs, Public Relations Director of the Braves. His office told me to bring the boys down to the dugout level seats at 6 p.m. and, even though they could not go into the dugout, the players would come over and sign their autograph books. This we did. We had the Cubs there at 5:45 and they were the only children in the stands at the time.

Felipe Alou and Mack Jones came over and were extremely nice to the boys, signing their books and letting the boys make their pictures and talking to them. However the rest of the team were rude to the point of being nasty to the children.

Twelve small boys were very disappointed; however, they were still pulling for their Braves when they took the field.

How does a parent or leader of children tell a boy that his idol may be a great player on the field but that he is not much as a man?

We hope that something can be done so that other children will not be disappointed as ours were. If necessary, the personnel should instruct anyone who calls that it is not possible to meet the Braves. Although I feel that this would be could for the spirit of the players as well as the fans if there was a closer relationship.

Yours very truly,

(Mrs.) JoAnne Norton

*JoAnne Norton*

(Mrs.) Suzanne Dunn

*Suzanne Dunn*

Den Mothers, Den 4

Cub Pack 33

Gordon Street Presbyterian Church  
Atlanta, Georgia

cc: Mr. John McHale

*Handwritten notes and signatures at the bottom of the page, including names like 'John McHale' and 'Suzanne Dunn'.*



ATLANTA STADIUM  
ATLANTA, GA. 30312  
AC 404 - 522-7630

July 22, 1966

Mayor Ivan Allen, Jr.  
City of Atlanta  
City Hall  
Atlanta, Georgia

Dear Mayor Allen:

My contribution to the parade was very small, but anything that you would like the writer to do I'm at your valued commands.

Thank you for the license plate, and we'll continue to sing the praises of Atlanta on our visits into the hinterlands. Just a voice crying in the wilderness to have the fans "rally" around the Braves.

Sincerely,

Eddie Glennon  
Area Sales Director

EG:lc



July 19, 1966

66

Miss Peggy Launius  
200 Montgomery Ferry Drive, N. E.  
Apartment #21  
Atlanta, Georgia

Dear Miss Launius:

Thank you for your letter of July 18th and your suggestion regarding the flag at the Atlanta Stadium.

I am forwarding your letter to the Atlanta Braves in order that your fine suggestion might receive proper consideration.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Jerry Sachs

July 18, 1966

6

Mrs. Harold Butler  
1439 Lawrenceville Road  
Decatur, Georgia 30030

Dear Mrs. Butler:

I have read your letter with great interest and think that Miss Peggy Learinius' suggestion has considerable merit.

I am forwarding it to the Braves in order that the matter receive immediate consideration.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

Mr. Jerry Sachs

June 29, 1966

6

Mr. A. H. Thorpe  
President Local 148  
Atlanta Federation of Musicians  
622 Loew's Theatre Building  
Atlanta, Georgia 30303

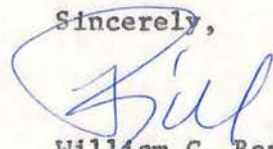
Dear Mr. Thorpe:

Some time ago Mayor Ivan Allen, Jr. referred to me a fine letter you had written him.

I would like you to know that the Braves would be honored to work with your organization at any time, but we have established a firm charity program which will involve the improvement of our neighborhood. We believe this is our primary obligation and one that can benefit all of Atlanta.

I certainly would appreciate the pleasure of meeting you personally and perhaps you would find a time in your schedule which would permit you to be my guest at a ball game.

Sincerely,



William C. Bartholomay  
Chairman of the Board

WCB:ls

cc: Mayor Ivan Allen, Jr. ✓

June 21, 1966

Mr. William C. Bartholomay  
The Atlanta Braves  
Atlanta, Georgia

Dear Mr. Bartholomay:

North Avenue Presbyterian Church is vitally interested in all activities of the Atlanta community. Your Braves have given a tremendous lift to our area. For this reason we would like to become better acquainted with you and the Braves, and give the people of Atlanta an opportunity to meet them.

We thought that perhaps during one of your home stands we might designate our evening service as "Atlanta Braves Night" and have a reception for you and the team afterwards. This would give the ball players an opportunity to worship together with the Atlanta community and then meet them informally later. We noted you will be home July 17 and 31. Perhaps it could be arranged either one of these nights.

Sincerely,

Wilson L. Nearing  
Minister to the Community

N/men

June 27, 1966

Mr. Wilson L. Nearing  
North Avenue Presbyterian Church  
Corner Peachtree St. and North Avenue  
Atlanta, Georgia 30308

Dear Mr. Nearing:

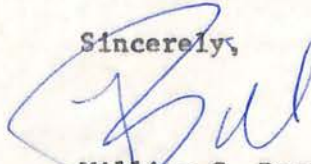
Thank you very much for your fine letter of June 21, 1966.

I am honored to accept your cordial invitation on behalf of the Braves and I would suggest that July 17 would probably be the most convenient date from our standpoint. The team leaves on a road trip immediately after the game of July 31, whereas we will still be home on July 17.

Mr. John McHale, president and general manager of the Braves, will also be with me on July 17 and he will arrange to bring additional members of our front office as well as a representative group of players. I have asked him to get in touch with you later on with the list of our total delegation. Once again I want to express my thanks for your thoughtfulness.

Looking forward to meeting you soon.

Sincerely,



William C. Bartholomay  
Chairman of the Board

WCB:ls

cc: Mr. John McHale

bc: Mayor Ivan Allen, Jr.

June 30, 1966

6

Mr. Warren Giles  
President  
National Baseball League  
680 Fifth Avenue  
New York, New York

Dear Warren:

I wish you could have been here last weekend  
when the Braves drew over 160,000 in three  
days.

It was a great confirmation of your faith in  
bringing the National League to Atlanta, for  
which we shall always be most grateful.

Sincerely,

Ivan Allen, Jr.  
Mayor

IAJr:am

NORTH AVENUE PRESBYTERIAN CHURCH  
CORNER PEACHTREE ST. AND NORTH AVENUE  
ATLANTA, GEORGIA 30308

MINISTERS  
VERNON S. BROYLES, JR.  
COOK W. FREEMAN  
WILSON L. NEARING  
JOSEPH G. HOLT

June 21, 1966

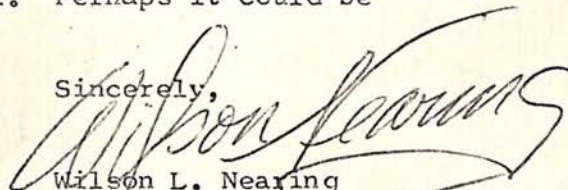
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The Atlanta Braves  
Atlanta, Georgia

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Sincerely,



Wilson L. Nearing  
Minister to the Community

N/men

XERO  
COPY

XERO  
COPY

XERO  
COPY

June 27, 1966

Mr. H. Charles Fredericks  
P. O. Box 1094  
Rome, Georgia 30161

Dear Mr. Fredericks:

This will acknowledge receipt of your letter of June 23rd requesting further information regarding your visit to the Atlanta Stadium.

I am referring your letter to the Atlanta Braves with the special request that they advise you what parking facilities are available close to the Stadium, which gate you should use, etc. There are provisions at the Stadium for patrons such as you, and I certainly hope you will be able to come soon.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Jerry Sachs

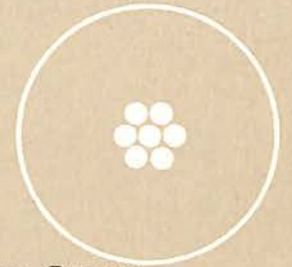


*cc to J. J. ...  
per ...*

SOUTHEASTERN COMMUNICATIONS SYSTEMS, INC. • 1526 HOWELL MILL RD., NW • ATLANTA, GEORGIA 30318 • (404) 351-6453

June 1, 1966

The Honorable Ivan Allen, Jr.  
Mayor, City of Atlanta  
City Hall  
Atlanta, Georgia



Dear Mayor Allen:

I have spent the last two evenings out at our Stadium watching our Braves. The nights were not exactly the Braves' nights, nor the fans'. They were, however, evenings of exciting baseball for baseball fans.

Almost every old-line major league city has had to experience seasons of ups and downs, and yet they have managed to sustain their support for their teams; support in the form of adulating paid attendance at games. The results are evident where a team has not been supported; the team moves out of town, as was the case of Milwaukee.

I was extremely disturbed to see so many people leaving so early during the game and the drop off in attendance Tuesday night over Monday evening. Most disturbing were comments such as, "They ought to go back to Milwaukee, if Milwaukee will take them back." I also hear comments to the effect that Atlanta is a football town and will never support a losing baseball team. We are a major league city at this point only to the point that we now have a major league team. We will be a major league baseball city in fact and deed when the Braves are given real support. Everybody loves a winner, but even winners have to lose sometimes, and at times even for long stretches.

Pro and con opinions about Bragan and individual players are healthy and are a part of spectator sports, but fickleness can only go so far. The very worst thing that could happen is having the Braves win a penant in their first year here. All that can happen after that is for the team to stay status quo or go down.

I think that news media have done a fairly good job of promoting the Braves, but more is needed. The civic leaders who helped bring the Braves to us have to maintain and radiate their enthusiasm. Unfortunately, Atlanta does not have New York's sense of humor that has more than sustained the Mets through several dark years.

Maybe we ought to start opening up our somewhat starched collars and introduce more showmanship into activities at the Stadium. Atlanta is a potpourri of people from all over the country. Why not have "New Yorkers' Night" when the Mets are here, and Philadelphia night when the Phillies are here, etc. We don't have to go to quite the extremes of Bill Veeck, (or do we?) but more color would add to the fun. Anyway, you have to agree that baseball is always good, but we need the fans out there during good times and not so good times.

Let's make each and every Brave feel as big in Atlanta, as big as Atlanta now feels that it is in the world of sports.

Cordially,

SECOM SYSTEMS, INC.



Joseph B. Hinerfeld  
President

JBH/ms

CC: Mr. John Mc Hale  
President  
Atlanta Braves Baseball Club  
Atlanta Stadium  
521 Capitol Ave., S.W.  
Atlanta, Georgia

May 31, 1966

Mr. Bill McNeely  
Lake Toxaway,  
North Carolina

Dear Bill:

Louise and I are delighted to know that you are bringing a group down from the Rosemond High School. We should like very much to have them as our guests at the baseball game on Saturday evening.

I am having the Braves Ticket Office mail 18 tickets direct to you. I hope they enjoy the game, and I sure hope we win!

Sincerely,

Ivan Allen, Jr.

IAJr:am

2  
Driskell  
C. 729 A

May 30, 1966

Mr. Opie Shelton  
Executive Vice President  
Atlanta Chamber of Commerce  
Commerce Building  
Atlanta, Georgia

Dear Opie:

Here is the bill for the joint Forward Atlanta/Braves opening day promotion.

We have previously submitted to Curtis Driskell all bills related directly to the Mayor's Dinner. He tells me that, despite the cocktail party, the income from the dinner came within approximately \$215 of equalling the cost of the dinner. Although our budget anticipated some \$2,500 net income from the dinner, I think the Mayor's cocktail party and the wine were excellent additions to the original dinner concept. They marked the difference between ultra first class and something less than first class.

This invoice, including Bell & Stanton's fee for extra staff and extra services, amounts to \$13,555.29. I presume that to it will have to be added some \$215 to make Curtis Driskell's dinner books balance. Thus, the total amount to be divided between the Chamber and the Braves -- and perhaps the Mayor, if he wants a further piece of the action -- is \$13,770.29.

Mr. Opie Shelton  
Page Two  
May 30, 1966

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During all the ten-year history of Bell & Stanton, I doubt that any client -- or combination of clients -- ever got so much for so little. Some of the results were reflected in our most recent report to the Forward Atlanta Committee. Clippings are still coming in. Some of the intangible results can never be measured; but these things we know:

1. One of the objectives of this joint promotion was to fill Atlanta Stadium on opening night and to have a respectable crowd there on the second night. This objective was accomplished. It alone more than pays for the Braves' share.

2. A second objective -- of equal interest to both Atlanta and the Braves -- was that Atlanta welcome the Braves with enthusiasm. The turn-away crowd at the Mayor's Dinner; the tremendous attendance at the parade and the full stadium on opening night say more than we can ever say about the success of this one.

3. Perhaps the most important objective of all was that all America be made aware that Atlanta, with the Braves, had gone Big League. We can never measure the full extent of the accomplishment of this objective. Suffice it to say, it was achieved far beyond our wildest dreams. Atlanta and the Braves had two pages in Life Magazine; almost a full page in The National Observer; a column in Time; a snide, but nevertheless, overall favorable story in Newsweek; all the national television networks, including a special cut-in in the Today Show; a major article in Look Magazine; coverage by Hearst Metrotone Newsreel; and pictures and stories in every major newspaper in the country.

All conveyed the same idea -- Atlanta has gone Big League and loves it.

Let me say in closing that a substantial part of the success of this promotion is due to the overwhelming cooperation our firm had from you, from Curtis Driskell, from Ben Garland, from the Braves' officials, from the Braves' Public Relations Department and from the Mayor's office.

Mr. Opie Shelton  
Page Three  
May 30, 1966

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All in all it was a great success. We are proud to have shared it with you.

Sincerely,

George Goodwin

cc: Mayor Ivan Allen ✓  
Mr. Alan Bell  
Mr. William C. Bartholomay  
Mr. Edward Stanton  
Mr. Jerald Sachs

April 15, 1966

Memo to: Mayor Allen  
Ann Moses  
Susan Lowance  
Curtis Driskell

From: Peggy Baker

Subject: April 12 Dinner

The following analysis is based on information furnished,

Paid tickets, cash receipts, accts. rec.  
from Curtis

Complimentary tickets, all expenses (some estimated)  
from Susan

Ticket sales information should be practically final, unless problems develop in accts. rec. Since portion of expenses are based on estimates, there may be some slight change in these, but the big amounts (Marriott) are final, subject to receipt of actual bill (there is a \$50 error here).

After each of you has had an opportunity to study the above, please discuss any variances with me as quickly as possible.

Thanks

NOTE TO IA Jr. ONLY:

The attached is budget sheet which was given to you by Goodwin four weeks ago -- figures at far right are mine, updating, based on info from Susan. Deficit is about \$1,000 over this budget, which is still very indefinite.

ANALYSIS OF TICKET DISTRIBUTION, APRIL 11 DINNER

Complimentary tickets:

Braves, players and wives	49
Braves, front office and wives	35
Braves, owners and wives	20
Reynolds party	40
Bartholomay party	45
Pirates owners and wives	20
Aldermen and wives	26
Fulton County Leg. Del. and wives	38
Dinner committee and wives and husbands	42
County comm. and wives	6
Congressmen, Senators and wives	6
Governor, Mayors of Louisville, Columbia	3
Mayor's Staff	8
Bell & Stanton	8
Special guests	28
Press	72
Georgia Mayors, est.	93
Total	<u>533</u>

Paid tickets @ \$15.00 ea.:

Firms, 900, approx.	
Ind., 145, approx.	
Total	<u>1,045</u>

Total cash sales from above

\$15,675

Cash receipts on hand	\$10,155
Accts. Rec.	<u>5,520</u>
	\$15,675

Total tickets in circulation	1,578
Total tickets used	<u>1,442</u>
Difference not used	136



ESTIMATE OF EXPENSES, APRIL 11 DINNER

Marriott:

1,442 dinners @ \$6.75 ea.	\$ 9,733.50	
Gratuity, 15%	1,460.00	
Sales tax, 3%	292.00	
	<u>\$11,485.50</u>	\$11,485.50
150 bottles wine @ \$8.00 ea.	\$ 1,200.00	
1 bottle champagne @ \$10.00 ea.	10.00	
Gratuity, 15%	180.50	
Sales tax, 3%	36.30	
	<u>\$ 1,426.80</u>	\$ 1,426.80
Total food and wine service or approximately \$8.92 per place	. . . . .	\$12,912.30
Bar for 30 minute Reception	\$ 1,148.00	
Gratuity, 15%	173.20	
Sales tax, 3%	34.44	
Bartenders	66.00	
	<u>\$ 1,421.64</u>	\$ 1,421.64
Valet parking	\$ 100.00	
Check room	150.00	
Spotlights and operators	50.00	
	<u>\$ 300.00*</u>	\$ 300.00
Total of all Marriott expenses	. . . . .	\$14,633.94*

\*There is \$50 difference between this and your figures.

Other expenses:

Music, estimated	\$ 185.00	
Decorations, estimated	25.00	
Programs/Menus and tickets, estimated	758.00	
Invitations and postage	475.00	
Flowers for lapels	25.00	
Telegrams and ticket deliveries by Western Union, estimated	450.00	
	<u>\$ 1,918.00</u>	\$ 1,918.00
TOTAL OF ALL DINNER EXPENSES	. . . . .	\$16,551.94*

**BRAVES OPENING GAME CELEBRATION**

**Estimated Budget**

<b>I. <u>Personnel: extra staff, Bell &amp; Stanton</u></b>			<b>\$ 3,900</b>	<b>\$3,900</b>
Alan Bell & Extra staff	2,000	ok		
S. Lowance	1,200	ok		
extra secretary	700	ok		
<b>II. <u>Press</u></b>			<b>2,500</b>	<b>1,500</b>
Entertainment	1,000	none		
Press kits (500 @ \$3)	1,500	ok	1,500	
<b>III. <u>Decorations and Specialty Items</u></b>			<b>2,875</b>	<b>3,500</b>
25 M metal lapel buttons	375			
5 M table tents	300			
overprinting window str.				
less than -	300			
Shepard Decorating Co.	700			
posters	1,200			
<b>IV. <u>Mayor's Dinner at Marriott</u></b>			<b>12,670</b>	<b>\$16,602</b>
Food & service	10,800			
invitations, postage	500			
program/menu	350			
entertainment	500			
decorations	70			
sales tax on each ticket				
sold	450			
<b>V. <u>Georgia Assn. of Broadcasters</u></b>			<b>1,000</b>	<b>XXXXXXXX</b>
radio/TV production materials				
	1,000	none		
<b>VI. <u>Other</u></b>			<b>2,000</b>	<b>500</b>
Today Show cut-ins		none		
Parade		\$500		
<b>ESTIMATED TOTAL BUDGET</b>			<b>\$ 24,945</b>	<b>\$26,002</b>

**BRAVES OPENING GAME CELEBRATION**

**Estimated Income**

From paying guests to Mayor's Dinner	\$ 15,000
From Atlanta Chamber of Commerce	5,000
From Atlanta Braves	<u>5,000</u>
Total	\$ 25,000

April 15, 1966

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Ann Moses  
Susan Lowance  
Curtis Driskell

From: Peggy Baker

Subject: April 12 Dinner

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TOTAL OF ALL DINNER EXPENSES	. . . . .	\$16,551.94*

4/13/

Ann:

I am heading home, mainly because I have no maid and the kids will be home from school soon -- but also because I feel awful -- suffering from the "afters" probably.

It will be impossible to tell exactly where we stand until the pieces of the puzzle are completely put together, in about this order:

1. Curtis is putting together a detailed list of:
  - Tickets purchased by firms
  - Tickets purchased by individualsand checking this against:
  - Cash receipts on hand or deposited to CofC acct.
  - Accounts receivable, either billed by him or those clearing through here - 3 distributors, Dobbs House and check for 54 city dept. head tickets.

It will be late this afternoon before he has this in shape, partially due to CofC board meeting today. He can bring it over late today or early Thursday morning, and he will also have the following from Susan (Susan will be out of town Thursday so cannot get with us to check the final figures until Friday morning.)

2. Susan is giving to Curtis:
  - Tickets given complimentary from original list of political people, dignitaries, mayors, etc.
  - Tickets given to Braves people on original basis
  - Tickets given to Reynolds and Bartholomay late Monday for other Braves people and friends

She will also give him:

- Estimates on costs of printing tickets, programs
- Cost of band
- Cost of actual meals served incl. wine
- Cost of free bar

She said the wine was part of meal and was on original recommendation. Flowers were provided by Marriott.

Strictly off the record, and I shouldn't even say it, but it looks like we sold around 1,000 tickets and gave away 500. On that basis, there is certain to be a deficit, perhaps as much as \$2,000 -- but we won't know until the following information is complete.

I will be out of pocket most of tomorrow, but will be here Friday to conclude the above, hopefully.

PB

*Call + list  
Curtis' know  
whether to  
come today  
or tomorrow*

# BRAVES DINNER

April 15, 1966

Memo to: Mayor Allen  
Ann Moses  
Susan Lowance  
Curtis Driskell

From: Peggy Baker

Subject: April 12 Dinner

The following analysis is based on information furnished,

Paid tickets, cash receipts, accts. rec.  
from Curtis

Complimentary tickets, all expenses (some estimated)  
from Susan

Ticket sales information should be practically final, unless problems develop in accts. rec. Since portion of expenses are based on estimates, there may be some slight change in these, but the big amounts (Marriott) are final, subject to receipt of actual bill (there is a \$50 error here).

After each of you has had an opportunity to study the above, please discuss any variances with me as quickly as possible.

Thanks



ANALYSIS OF TICKET DISTRIBUTION, APRIL 11 DINNER

Complimentary tickets:

Braves, players and wives	49
Braves, front office and wives	35
Braves, owners and wives	20
Reynolds party	40
Bartholomay party	45
Pirates owners and wives	20
Aldermen and wives	26
Fulton County Leg. Del. and wives	38
Dinner committee and wives and husbands	42
County comm. and wives	6
Congressmen, Senators and wives	6
Governor, Mayors of Louisville, Columbia	3
Mayor's Staff	8
Bell & Stanton	8
Special guests	28
Press	72
Georgia Mayors, est.	93
Total	<u>533</u>

Paid tickets @ \$15.00 ea.:

Firms, 900, approx.	
Ind., <del>1145</del> , approx.	
Total	<u>1,045</u>

Total cash sales from above

\$15,675

Cash receipts on hand	\$10,155
Accts. Rec.	<u>5,520</u>
	\$15,675

Total tickets in circulation

1,578

Total tickets used

1,442

Difference not used

136

ESTIMATE OF EXPENSES, APRIL 11 DINNER

Marriott:

1,442 dinners @ \$6.75 ea.	\$ 9,733.50	
Gratuity, 15%	1,460.00	
Sales tax, 3%	292.00	
	<u>\$11,485.50</u>	\$11,485.50
150 bottles wine @ \$8.00 ea.	\$ 1,200.00	
1 bottle champagne @ \$10.00 ea.	10.00	
Gratuity, 15%	180.50	
Sales tax, 3%	36.30	
	<u>\$ 1,426.80</u>	<u>\$ 1,426.80</u>
Total food and wine service or approximately \$8.92 per place		\$12,912.30
Bar for 30 minute Reception	\$ 1,148.00	
Gratuity, 15%	173.20	
Sales tax, 3%	34.44	
Bartenders	66.00	
	<u>\$ 1,421.64</u>	\$ 1,421.64
Valet parking	\$ 100.00	
Check room	150.00	
Spotlights and operators	50.00	
	<u>\$ 300.00*</u>	<u>\$ 300.00</u>
Total of all Marriott expenses		\$14,633.94*

\*There is \$50 difference between this and your figures.

Other expenses:

Music, estimated	\$ 185.00	
Decorations, estimated	25.00	
Programs/Menus and tickets, estimated	758.00	
Invitations and postage	475.00	
Flowers for lapels	25.00	
Telegrams and ticket deliveries by Western Union, estimated	450.00	
	<u>\$ 1,918.00</u>	<u>\$ 1,918.00</u>
TOTAL OF ALL DINNER EXPENSES		\$16,551.94*

## ASSIGNMENTS

1. Press kit - B & S, Atlanta Braves
2. Press invitations - B & S, Atlanta Braves
3. Press tours - Sports Committee, Georgia Press Association
4. Press party - Atlanta Braves
5. Today Show - WSB-TV (Mayor to Leonard Reinch)
6. Press wire service stories - B & S
7. Regional press offices (Time, Newsweek, etc.) - B & S
8. Industrial editors - B & S, C of C
9. Negro market - Sports Committee (with help from B & S)
10. College editors - B & S, C of C
11. Traffic handling - Atlanta Transit System
12. Convention and Trade Shows - C of C
13. Half holiday - Mayor (with help from B & S)
14. State Chamber - C of C (Atlanta)
15. Celebrities - B & S, Atlanta Braves, Forio
16. Political invitations - Mayor, Governor (with help from C of C)
17. Baseball invitations - Atlanta Braves
18. Business invitations - C of C
19. TV personalities - TV stations (urged by Mayor)
20. Pittsburgh delegation - Sports Committe, Mayor

Assignments  
Page Two

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21. Mayor's dinner - C of C
22. Easter Parade - B & S
23. Professional clubs - B & S, C of C
24. Braves sponsors - Atlanta Braves (with help from B & S)
25. Parade - (parade committee headed by Frank Fling)
26. Radio and TV support - Sports Committee (with help from Mayor)
27. Georgia Press Association - B & S, Atlanta Braves
28. Advertising - Tucker Wayne and Sports Committee
29. Reverse to New York - C of C, Mayor
30. Season tickets - Mayor, B & S, Atlanta Braves
31. Atmosphere - Sports Committee
32. School participation - Mayor, Sid Scarboro
33. Budget - B & S, C of C, Atlanta Braves, Mayor
34. Supporting advertising - Tucker Wayne
35. Braves Days Sales - Sports Committee
36. Radio and TV promo spots - Tucker Wayne
37. Hotels, motels, restaurant support - Sports Committee
38. Private clubs - Sports Committee (perhaps mayor)
39. Ticket sales - Atlanta Braves

ASSIGNMENTS

MAYOR ALLEN

- X "Today" Show - WSB-TV (Mayor to Leonard Reinch) Phone
- OK Half holiday - with help from Bell & Stanton Lerson conf.
- OK Political invitations - with Governor and help from C of C
- OK Pittsburgh delegation - with Sports Committee Phone
- Radio and TV support - will help Sports Committee
- Reverse to New York - with C of C
- Done! Season tickets - with B & S, Atlanta Braves
- OK School participation - with Sid Scarboro Lerson conf.
- OK Budget - with B & S, C of C, Atlanta Braves
- ~~Private clubs - Sports Committee assignment (perhaps Mayor)~~
- OK Business invitations (with C of C and P+S)
- OK Mayor's dinner invitation (with C of C and P+S)

3 w. do not look -

h r -

Parade -

ATLANTA BRAVES OPENING

ATLANTA STADIUM

April 12, 1966

An Operations Manual  
on the Job to be Done  
Prepared for The Atlanta Chamber  
of Commerce and The Atlanta  
Braves by Bell & Stanton, Inc.

February 20, 1966

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#####

Atlanta Braves Opening  
OM-1

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#### OBJECTIVES

1. To fill Atlanta Stadium opening night, April 12.
2. To sell a maximum number of season tickets.
3. To obtain maximum interest in the Atlanta Braves -- locally, statewide, regionally through the entire market area, and nationally, It is this year's biggest baseball story.
4. Gaining momentum from all that is done, this operation is a prime generator of maximum favorable attention for Atlanta. Our major objective, then, is to pivot this exciting baseball team and its home city on a 360 degree swing of visibility surpassing any attention any city has received in the past.



INTRODUCTION

Atlanta and the Braves are linked together; what helps one on opening day supports the other. We have a brief period of time in which to build a strong local sense of this joint destiny. We have a brief period of time to help the entire Atlanta metropolitan area re-capture and put on a continuing basis, the sense of active pride in the Braves they had when the team signed to come here, and which was so manifest as the Stadium itself was completed and opened.

All of that was preparation. It was passive, as far as the entire populace was concerned. We asked them to beam with pride, and they did. Now we ask them to move into effective action: to talk up the Braves, to support the Braves, to realize in so doing that all of this effort demonstrates to the nation at large that Atlanta is the city of spirit and "can-do" in the entire United States.

(more)

Atlanta Braves Opening  
OM-3

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As in every good thing that has transformed this town, the lead has to come from the business community. The business community is in City Hall. It is in office with the largest plurality ever given a Mayor of a major city. Now that Mayor needs votes again -- in the form of an all-out effort in behalf of Atlanta's reputation when the eyes of the nation are on this city opening night, April 12.

Essentially, that is what the plan of action on the following pages is all about.

Bell & Stanton, Inc.

XERO  
COPY

XERO  
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COPY

SUMMARY OF RECOMMENDATIONS

To put across the biggest opening day baseball ever has seen, we can think no little thoughts. However, big thoughts are a futile exercise in mental gymnastics unless supported with practical follow-through. We need the help of all concerned to make certain we have both, for only the thorough execution of this big job in the end will win the day for Atlanta and for the Braves.

1. It is urgent that we get Atlanta into action on season ticket sales. This will take personal contact from the highest levels of the Atlanta business community, directed toward the highest levels of the Atlanta business community, plus efforts at that same level aimed at business leaders in other market cities.

2. We need to start the ball rolling so that every ad carried in the early part of Opening Week refers to the Braves; every downtown office building takes on the challenge of creating banners; every local theatre enters the act; every school and college hereabouts becomes involved, as does every taxidriver, every bus driver, every member of the police force.

(more)

Atlanta Braves Opening  
OM-5

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(Summary of Recommendations  
continued)

In addition to the regularly assigned sports writers covering the <sup>Nats</sup> Dodgers-Braves exhibition series March ~~26, 27~~<sup>22, 23 - 24</sup> and 28, Bell & Stanton will invite travel and general feature writers to Atlanta at that time. Plans call for them to see a game, be given personalized tours of the city, and be guests at a superb dinner hosted by Atlanta Newspapers, Incorporated and Jack Tarver.

We have already begun working with the national magazines; Look Magazine will be here on assignment right after Washington's Birthday as a first step. We need to get national television, including network news shows. The "Today" Show should broadcast from Atlanta opening day, on the day after, or both. We need more press association series on Atlanta and its team; the hassle with Milwaukee has made this the biggest sports yarn in years.

4. We need to have the cream of Atlanta's business community take on the task of personally inviting the very top leaders of the nation to be their house guests over Opening Day. Every branch of a national firm should have its national president here. This is far more than a baseball game. It is Atlanta's day in the court of public opinion when everything that makes this town great is on display.

(more)

(Summary of Recommendations  
continued)

5. We need help in pulling our loftiest national political leaders here, and that need goes right to the top. We need all southern governors and many mayors here.

6. We need to get glittering celebrities here, and we shall call on Bill Bartholomay personally to guide and help us on that. We will call on Georgia advertisers who use personalities in their campaigns to have those celebrities here. And of course baseball's officialdom is a vital part of the program.

7. We need to mount a Mayor's Dinner on the eve of the Big Game which will show the greatest outpouring of Atlanta's elite--and the nation's well-known figures--that Atlanta has seen since the 1939 premiere of "Gone With The Wind".

8. We need a parade Opening Day afternoon which will be unforgettable in Atlanta's annals. We see this as featuring every high school and college band in the area, each band sponsored by an Atlanta-area business firm; Braves and Pirates stars; the Mayor; The Governor; celebrities.

(Summary of Recommendations  
continued)

The bands later go to the game with tickets paid for by their sponsors. Who ever heard of such generosity and spirit on the part of business leaders? It takes Atlanta to put this over.

9. We need to coordinate with Pittsburgh leaders to get a representative Pittsburgh group here. We need to get plans started as well for the Atlanta leadership to be in New York Friday, April 15, when the Braves open the Mets' home season, and in St. Louis, Thursday, May 12, when the Braves open the new St. Louis stadium.

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This is the essence of the bold but simple program which we ask Atlanta to support. As we write today, we cannot estimate costs precisely. If all who come to the Mayor's Dinner pay substantially more than the \$7.50 cost per head of the affair, we can obtain part of the needed funds at that time. Atlanta will spend what is needed, regardless of where the funds come from, we are confident of that.

(more)

Atlanta Braves Opening  
OM-8

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(Summary of Recommendations  
continued)

At Bell & Stanton we will not spend any significant amount without prior clearance from the Chamber. One thing must be clear: this over all is Atlanta's challenge, for in saluting the entry of the Braves, Atlanta salutes itself and she shows the nation once and for all, the kind of fibre that makes up this remarkable community.

# # # # #

DETAILED PLANS

In the section that follows, we list specific plans, with complete assignments. The Bell & Stanton public relations organization is charged with working closely with the Chamber, with the Braves, and with all other involved groups and individuals. We must see to the action of each committee.

Overall supervision will be the responsibility of the firm's president, Alan Bell, from New York, and of Senior Vice-President George Goodwin from the Atlanta office. The specific Bell & Stanton executive under them will be David Pearson of Atlanta.

Already the Chamber has offered to lend the firm extra manpower as evidence of strong support. Extra people as needed will be employed on a temporary basis if the pace builds up too swiftly. In any event, additional staff from the New York Bell & Stanton office, headed by Executive Vice-President Edward Stanton and by the New York account executive for "Forward Atlanta," Margaret Larson, will be closely involved at all times.



SEASON TICKET SALES

The Assistant General Manager of the Braves, Jim Fanning, has led a task force which already has sold some 3,000 season tickets during the course of an intense area campaign over months. It is only now, after Fulton Superior Court Judge McKenzie has spoken, that it is possible for anyone to be able to go all-out on this. Season tickets should be sold to every business organization in this area, for use of its employees and customers. This sales need comes at a time when the Braves organization must turn its attention more and more to spring training. The community can -- and we suggest, must -- help put across this sales effort.

1. We suggest that Mayor Allen assemble in his office a group of leading businessmen to take over on this project as they would on any emergency, for we approach crisis when we have sold so few season tickets this close to Opening Day of our first Big League season.

(more)

(Season Ticket Sales  
continued)

2. Let the group that meets with the Mayor include:
  - A. The five major bank presidents
  - B. The president of the Sales & Marketing Executives Association
  - ~~C. The Chamber president~~
  - ~~D. The Chamber executive-vice-president~~
  
3. If the Mayor agrees, the banks should be asked to use their contact officers, both from the main office and from branches. These officers should contact all corporate customers, urging those customers to buy season tickets to be used by their executives, by their employees, and by their customers.

The contact officers should take specific ticket orders -- with no money changing hands. A senior officer in each bank should receive these orders and should relay them to Mr. Fanning of the Braves, who will fill the orders and bill the purchaser direct.

(more)

Atlanta Braves Opening  
OM-12

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(Season Ticket Sales  
continued)

(NOTE: Bell & Stanton will provide all banks with lists broken down by categories of the firms and individuals who already have purchased season tickets.)

Mr. Fanning, for his part, will supply daily lists of new purchasers to all bank supervisory officers involved.

Mr. Fanning will supply all contact officers with adequate supplies of season ticket brochures and ticket order blanks. He also will see that ticket sales personnel is available at the Stadium to serve purchasers who want to select seats in person.

As a final point:

There should be constant press, radio and TV publicity on progress of the campaign, not dissimilar to the UCA thermometer idea.

ADVERTISING SUPPORT

Tucker Wayne & Co., as advertising agency for "Forward Atlanta" and for the Braves, is requested to assemble at the earliest moment a gathering of all agencies, all advertising managers, all sales managers of newspapers, radio and TV, all retail sales promotion directors, newspaper representatives and the Georgia Association of Broadcasters to consider the following points:

A. Insofar as is feasible, every advertising message placed locally beginning with Easter Sunday, and continuing through Opening Day (the following Tuesday) should salute the Braves, or otherwise speak of them.

B. We would hope all concerned would explore the possibility of a special section to be run in both newspapers on opening day. This would be something to be pulled out and saved. It would be filled with news and advertising material suitable for such a special section, commemorating the day Atlanta Goes Big League.

(more)

Atlanta Braves Opening  
OM-14

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(Advertising Support  
continued)

C. Every store in and around <sup>Atlanta</sup> should have special windows and in-store displays to salute the opening of the first season. Tucker Wayne is requested to assign one staff member to stay with this, working separately with the sales promotion department of each major store, and working with managers of others. The Braves will make some display material available, but basically all of this should be put together as the contribution of the stores involved.

1. As a subpoint, stores are urged to consider tying their sales which start on Monday after Easter to the debut of the team. Why not call the events: "Braves Day Sales?"

D. We ask that Tucker Wayne work with the Georgia Association of Broadcasters to prepare a special one-minute promotional film for the Opening Day, and these would be made available at no cost to all TV stations in the entire market area, as well as to as many motion picture theatres as seems feasible (all those in greater Atlanta at least). We would hope these would be run as public service gestures.

(More)

Atlanta Braves Opening  
OM-15

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(Advertising Support  
continued)

E. We specially ask that the advertising agencies of the four sponsors of the Braves -- Coca-Cola, Pure Oil, P. Lorillard, and Falstaff -- work closely with the coordinating committee. Their active help in mounting promotional spot campaigns, advance advertising, and banners, cards, and giveaways would be of great worth to all concerned.

# # # # #

DOWNTOWN OFFICES, HOTELS, RESTAURANTS, POLICE

We ask the Chamber of Commerce to assign a staff executive to work closely with all employers of office staffs in the downtown to arrange for display material in the form of banners or window painting to evidence enthusiasm for the start of baseball.

This would be appropriate activity for members of the Junior Chamber to take on, under direction of the "Forward Atlanta" group at the Chamber.

Further, the Chamber should contact the Restaurant Association, the Motel Association and individual major hotels to arrange for lobby displays, special menus keyed to Opening Day, special room notices to be in every guest room each day of the Opening Week.

No group is more important to Big League baseball on a continuing basis than the Police Department. We suggest an immediate meeting held with Chief Jenkins by the executive vice-president of the Chamber, and by representatives of Bell & Stanton, to discuss all matters planned, and to solicit cooperation.

#####

NATIONAL PRESS PREVIEW

Two weekends before Easter is, under the circumstances, an appropriate time for having the nation's top travel and general writers come to Atlanta, with their wives, as guests of the city. It would be inappropriate to ask them to be away from their homes on Easter weekend, and the ~~earlier~~ <sup>later</sup> date, while not ideal, would permit their schedule in Atlanta to include attending the exhibition game Sunday, <sup>Mar. 24</sup> ~~March 27~~, between the Braves and the <sup>Nets</sup> ~~Dodgers~~.

This tour would be low in key, and would give us an opportunity to show Atlanta during the dogwood time, and at the same time let the visitors soak up the baseball flavor. They would be supplied with press kits -- material on all the lures of Atlanta, latest material on the Braves and on the stadium -- would be taken to our major attractions here. But they would not be rushed. They should have time for golf, Stone Mountain, the Cyclorama or for a trip to Lake Lanier's Yacht Club for houseboating and for Saturday lunch.

We suggest they have a Spring Weekend in Atlanta beginning with Friday evening departure from New York, returning to New York Sunday evening, following the ball game.

(more)



Atlanta Braves Opening  
OM-18

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(National Press Preview  
continued)

We would show these people Atlanta and the surrounding areas on Saturday, with the high point being a fine dinner at which the Cox newspapers would be the host. Talks would be given by Mayor Allen and by Ralph McGill, who of course is known and respected by all the journalists attending. The quality of Atlanta that will appeal to the visitors will include their exposure to Atlanta's springtime loveliness, and the Sunday highlight of the stadium and the ball game.

We will have perhaps 80 people in all, 40 writers and 40 wives. We will need hotel rooms; we suggest they all be at one hotel such as the Marriott.

We propose that we be given permission to establish a committee to explore this proposal thoroughly. On this committee should be officials from Delta, from the Marriott, from the Chamber, from Cox newspapers, from the Braves and of course Bell & Stanton.

This is designed to have major travel stories break in key newspapers around opening week of the season, at a time when, hopefully, so much else will be appearing on the new baseball team and its city. This advance exposure is needed to gain the full press coverage.

(more)

PERSON-TO-PERSON VISITS

We ask the president of the Chamber and the head of "Forward Atlanta" to take on the task of coordinating with the business and cultural elite of Atlanta an unprecedented "Red Carpet" invitation to their peers nationally, to come to Atlanta for the Opening Day festivities. These would be friends inviting friends, and the guests for the most part would be houseguests.

Essentially, we seek to have a significant number of the nation's decision makers in Atlanta, not just for the ball game, but primarily to sample Atlanta's atmosphere in springtime and its spirit in general.

To do this properly, we need help from Lockheed to fly in certain of the guests. Others of course will have their own corporate aircraft or will fly commercially. But the availability of JetStar help from Lockheed would be of the greatest help, and would be of worth to Lockheed as well in its role as the greatest single industry in Georgia.

(more)

Atlanta Braves Opening  
OM-20

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(Person-To-Person Visits  
continued)

The guests would come on Monday after Easter, in time for the Mayor's Dinner. If they cannot come until Tuesday, they will see the downtown parade, see the ball game, see the first class facilities in the Stadium and catch the way Atlanta is on the move.

POLITICAL GUESTS

With the active help of Mayor Allen and the Governor, it is hoped that political guests of the first rank will converge on Atlanta, both for the Mayor's Dinner on Monday, and for the game and all that goes with it on Tuesday.

How appropriate it would be if it is the President who throws out the first ball. We know thought is being given to all of this.

On other levels, this occasion is an opportunity for all the Governors of the South, and the mayors of the largest cities of the South, to come to Atlanta officially.

Bell & Stanton suggests it work with the Mayor, and with the Governor, on all aspects of this objective. It fits Atlanta's role of leadership for the entire South, however; for her to think in just such terms as she puts together the official invitation list.

CELEBRITIES AND BASEBALL LEADERS

Top Hollywood and public personalities who also are baseball fans would add much to the excitement and impact of Opening Day. Mr. Bartholomay will be very helpful in this area. He already has offered to help. We'll call on him for an all-out effort to entice to Atlanta the Danny Kayes, the Natalie Woods, and other stars who are red-hot fans.

The Commissioner of baseball, the presidents of both leagues, all team owners, and other such luminaries comprise an obvious invitation list which will be worked out with the Braves, both for the Mayor's Dinner and for Opening Day.

GAIN SUPPORT OF PRIVATE CLUBS

We suggest Mayor Allen appoint private club co-chairmen, one white and the other Negro, to gain the support of all the social organizations serving Atlanta. The men chosen for these roles should be impressed with the need to get on with the task of rallying every social club in Atlanta behind the Opening Day program.

This would include more than decorating the clubs, although that and canvassing the membership in behalf of the events is important.

We believe a need exists for an early buffet the night of the game and that arrangements should be made for buses to take members to the stadium.

# # # # #

THE MAYOR'S DINNER

We see the Monday night, black-tie dinner for 1,200 at the Marriott as representing Atlanta's official statement in behalf of the Braves. It should be the very finest of affairs. The list of speakers should be not too long, and we suggest it might be an appropriate place for the sports writers of Atlanta to mark their debut as entertainers, in the tradition of the annual baseball dinners held in other cities. In effect, the Mayor's Dinner would mark the first of the series of annual dinners that should be held here for baseball from now on.

It may be that one of the celebrities under discussion could entertain at the dinner.

In every way, it should be an affair at which the most polished guest would feel comfortable.

Although the dinner, as we see it, should be at the Marriott, that is only because it has the largest room for the purpose. We would hope all hotels in Atlanta, in their realization of how much the presence of baseball will mean to them, would cooperate in all aspects of the event, and have the menus so publicly state.

(more)

Atlanta Braves Opening

OM-25

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(Mayor's Dinner continued)

Therefore, we suggest the Mayor appoint a Dinner Committee which would cut across the hotel community of Atlanta, and which also would include representatives of the Braves, of the Chamber, both sports editors, and the general managers of all radio and TV stations.

We suggest the possibility of charging \$15 per ticket, rather than the actual cost of \$7.50, in order to obtain promotional funds to go toward meeting the City's and Chamber's special April expenses.

# # # # #



THE OPENING DAY PARADE

Think of a parade, wending its way down Peachtree Street from the area of the Capital City Club to Five Points and ending at Hunter Street; a parade bursting with the music of every high school and college band in the Atlanta area -- plus every ball player on the Braves roster, all the Pirates, Mayor Allen, Bobby Bragan, and celebrities.

We think such a parade would be fresh, would symbolize better than anything else the way young Atlanta is taking Big League baseball to heart, and would make great pictures for the national press.

We suggest this be held in the afternoon of the Opening Day game. We see it as being held from 4 to 6 P.M., presenting of course problems of traffic, but with the parade carefully confined to the heart of the city, thus out of the way of home-bound vehicles to a great extent.

All of downtown would be decorated -- if the various committees have done their jobs. It would be Atlanta's great ticker-tape parade, filled with youth and music and heroes.

(more)

Atlanta Braves Opening  
OM-27

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(Opening Day Parade  
continued)

We suggest that each marching band be the responsibility of an Atlanta business organization which can make as much of the relationship as it wishes. The possibilities for generating good will are considerable. At the least, all members of the marching bands should be given free tickets to the opening game, courtesy of their sponsoring business firm. In some schools this means 100 tickets. The students would sit in special sections, still in their marching uniforms. They would check their instruments at the end of the parade of course, then would have two hours to eat and get to the stadium.

We suggest Mayor Allen appoint a parade committee, to consist of the people who know most in Atlanta about parades. That includes WSB staff, department stores, and of course representatives of the Braves. It would seem to us that Arthur Montgomery, as chairman of the Stadium Authority, might assume responsibility for lining up the sponsoring business organizations. He could be helped in this by Chamber staff, and by committee members from the Board of Education and other school groups including the colleges.

# # # # #

NATIONAL AND LOCAL TELEVISION AND RADIO

We ask that Mayor Allen appoint a broadcasting committee to meet as soon as possible, to lay plans and thereafter to work with Bell & Stanton on all aspects of network TV and radio coverage of the festivities surrounding opening day. The objective would be to use the event itself as the possible news peg which could lead to significant national TV and radio attention to the city of Atlanta.

We would like to call on the active help of all local broadcasters to get this exposure.

Further, we would like the help of WSB in particular in seeing about getting the "Today" show either to originate the morning after the game from Atlanta, or to have a part of the show with an Atlanta dateline. If it is necessary to pay for this, we should find out the costs involved, and then see about obtaining the funds.

(more)

Atlanta Braves Opening  
OM-29

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(National and Local Television  
and Radio continued)

Generally, the networks would cover the event as news, but we should stay flexible in order to help in every way possible. What kind of town is this Atlanta where Big League baseball is making its debut? That is the story underlying the big event itself, and we feel this will have interest to broadcasters.

On local TV and radio exposure, we ask that the committee work with all stations, definitely including those serving all ethnic audiences, to arrange for spring training interviews with players, and then for interviews as the season is about to open. Much of this will flow spontaneously from the Braves own public relations effort but the special broadcast committee should try to be helpful.

THE "AWAY" GAMES WITH METS AND CARDINALS

The Atlanta Braves will open the season for the Mets April 15 and the new St. Louis Stadium for the Cardinals May 12. We shall work with the Mayor, with the Chamber, and with the Braves, on coordinating all aspects of this. Several officials should go to each opening. How helpful it would be if Lockheed could supply a JetStar which would be the official plane flying to both cities.

We shall stay in touch with the Mayor, the Chamber, and the Braves on this, and will approach Lockheed if given permission.

May 27, 1966

Mr. Herb Lyon  
The Chicago Tribune  
435 N. Michigan  
Chicago, Illinois

Dear Mr. Lyon:

I have seen your column of May 8, 1966, in which you noted, "The Atlanta Braves' owners have this new heap-big headache: Powerful Crackertown biz, civic, and political leaders are suddenly pressuring 'em to quit selling choice box seats to Negro fans. The Braves Big Chief are totally ignoring this nonsensical pitch."

Herb, I do not know where you got your information but, it is completely falacious. I spoke to John McHale about this, before attempting an answer, and he tells me that there is absolutely not one shred of truth in this statement.

I think that Atlanta has taken a bum-rap. For a guy who has spent just about all of his growing years in the north, I find Atlanta to be as progressive, if not more so, in the area of racial integration, than in most northern cities in which I have lived; including Chicago.

I really think you've thrown the city a curve ball.

Sincerely,

Jerald S. Sachs  
Public Relations Director

JSS;paa

# The Atlanta Journal

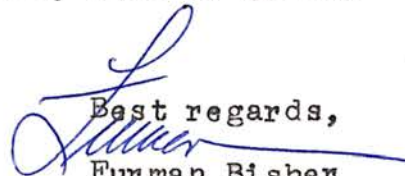
BOX 4689  
ATLANTA, GEORGIA 30302

May 24, 1966

FURMAN BISHER  
SPORTS EDITOR

Dear Ivan:

Here are two reproductions of that Herb Lyon column I called about. John McHale has been approached on the same subject and he says there has never been any formal <sup>or</sup> informal ~~or~~ effort of any nature to restrict box seat sales to any kind of group, white, dark or green.

  
Best regards,  
Furman Bisher

*Bill  
Braves*

for \$2,500,000. It would be a 90 day wonder made of pre-cast concrete.

### Rap at Phoenix

John Lansing, vice-president of the Pacific Power and Light Co., appeared alone for Portland, Ore. He said he got the impression that the owners "were looking over their noses" at his presentation.

Lansing ridiculed the chances of some other bids and said Portland was willing to wait for the time when an 18th and 19th franchise was awarded.

Lansing rapped Phoenix, saying, "Nobody in his right mind would go there. You get on the freeway and make the wrong turn at Tucson and you could end up in Mexico without seeing any people."

In a surprising development, Bill Sullivan, owner of the Boston Patriots of the AFL, welcomed an NFL team to that city in a letter to Rozelle.

Rozelle said that three major league teams in one stadium (Fenway park) "may be undesirable." He meant the Patriots, the baseball Red Sox and an NFL team.

But Mayor John F. Collins of Boston quoted Red Sox Vice-President Dick O'Connell as saying that the Red Sox would leave Boston if a stadium were not built within five years.

## Dressen Had Heart Attack

Journal Wire Services

Detroit, Mich.—Doctors at Henry Ford hospital confirmed Wednesday that Manager Charlie Dressen of the Detroit Tigers had suffered his second heart attack in 14 months and said he would be confined for at least three weeks and might not be able to return to his managerial post for several months.

Coach Bob Swift, who took over for Dressen when he suffered a heart attack in spring training in 1965, has been placed in charge of the club.

Dressen was not permitted visitors except for members of his immediate family or telephone calls until further notice but hospital officials said there was "some evidence of general improvement."

"It has been determined that Mr. Dressen has a coronary artery thrombosis," the hospital statement said. "He has rested comfortably and there are no new complications. His condition is stable, but remains serious."

Dressen, 67, in his 16th season as a major league manager, led the Milwaukee Braves to second place in the National league race of 1960.

Philadelphia Phillies, Wednesday was sent to the minor leagues by the Cardinals.

Johnson was optioned to Tulsa and outfielder-first baseman Bob Tojan was recalled from Tulsa to replace him. Johnson is batting .186 for the Cardinals, Tojan .319 for Tulsa.

Pitcher Tug McGraw of the New York Mets was placed on the disabled list because of a sore elbow.



—UPI Telephoto

If Ralph Neely wants to play pro football, he must do it with the Houston Oilers of the American Football league, the United States circuit court of appeals ruled Wednesday. Neely signed with the Oilers in 1964, but subsequently signed and played last year for the Dallas Cowboys of the National Football league.

court would have jurisdiction over Cosa Nostra because it has families in many states. Though the Braves' partners in other cities are discreet about what they say, the move to Atlanta, the moderate business the Braves are doing there and the legal trouble the carpet-baggers have made for them do not enchant the boys.

### Atlanta Thinking

JESSE OUTLAR, in the Atlanta Constitution—Regardless of the outcome in Wisconsin state courts, the Braves are going to abide by the ruling of the Georgia courts. They're staying in Atlanta, where they have a contract for 25 years. As mentioned here multiple times, if baseball is violating federal law, baseball should be forced to comply with the law. The fact that Milwaukee has or doesn't have a baseball team has no bearing on the law. Offering to drop the case against the Braves, in exchange for another franchise, must rank as one of the most bizarre legal rulings of all time. The Braves intend to abide by the law—federal law and Georgia law—not Wisconsin's interpretation of the law.

### New Headache

HERB LYON, in Chicago Tribune gossip column "Tower Ticker"—The Atlanta Braves owners have this new, heap big headache: Powerful Cracker-town biz, civic and political leaders are suddenly pressuring 'em to quit selling choice box seats to Negro fans. The Braves' big chiefs are totally ignoring this nonsensical pitch.

his normal ration before a fight.

### Busy Schedule

Clay's manager, Angelo D. dee, explained: "This fight will be his third title contest in months."

Muhammed Ali — as Clay named on the fight posters told newsmen he expects to defend his title twice more this year. He said his next opponent could be Karl Mildenerger of West Germany.

"I think I have six years ahead of me to hold the title and you can always find challengers," Clay said.

### Plans Short Speech

Clay also called a press conference for Thursday. He said

## Turbine E

Indianapolis, Ind. — AP — Bill Cheesbourg of Tucson Ariz., main test driver of unconventional cars at the Indianapolis speedway this year, thinks rear engine Fords which have dominated the track the last two years can be beaten. "If we can get the turbine qualified," he said Wednesday: "we'll win the race."

He meant the 500 miler May 30.

Cheesbourg has been working with two cars, one owned by Norm Demler of Niagara Falls, N. Y., with a 1,400 horsepower General Electric turbo shaft engine, and a novelty dreamed up by Albert H. Stein of Orinda,

## Car Owners Cross Fingers

Another in a series on a driver's view of the activities at the Indianapolis speedway leading up to the annual 500 mile race May 30.

By MARIO ANDRETTI

INDIANAPOLIS, Ind. — The most nervous people at the Indianapolis speedway during the month of May must be the car owners. The drivers usually are pretty relaxed, at least until race day.

But racing has become a very expensive business. The men who enter cars here sometimes must feel like the man who is letting his son drive his new automobile for the first time. He tries to be calm and optimistic. But he keeps his hands in his pockets, to keep from putting them in front of his eyes.

He has invested consider-

ably more than \$50,000 in a shiny new race car. It is the pride of his life. But he has to stand by, acting unconcerned, while a driver wheels it around the track, in and out of traffic, at speeds of more than 160 miles an hour.

### Mistakes Costly

If the driver makes a mistake—and is lucky—he can always walk back to the pits and say, "Sorry about that, Chief." But the only thing an owner can do is figure he has a head start on his own junkyard. Owners, therefore, are very careful in their selection of drivers and choice of equipment.

In the high speeds of auto racing, one mistake, a fraction of a second of hesitation at the wrong time can get a

driver into trouble — sometimes bad trouble. The owner wants a brave driver. But he also wants a careful driver. He wants to admire his car after the race, too.

The owner usually selects the kind of car he wants. But in this area, the driver also is vitally concerned. It is no exaggeration to say that a driver is betting his life on the car he is racing.

This year there has been a lot of talk about the different types of cars that will try to make the "500" field. I think this is a good thing for racing.

A few years ago the Offenhauser roadsters dominated the race. They were great race cars, durable and simple for mechanics to work with. But because of their domination, a lot of the sus-



6  
May 25, 1966

Mr. Austin Brown  
Atlanta Braves  
Atlanta Stadium  
Atlanta, Georgia

Dear Mr. Brown:

Please send Mayor Bates two tickets along ~~with~~  
a bill for same.

If for some reason he does not pay for the tickets,  
please let me know.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

May 25, 1966

Honorable Lester L. Bates  
Mayor of Columbia  
Columbia, South Carolina

Dear Lester:

I am asking the Braves to handle your ticket request for June 2nd.

I am delighted that you will be in Atlanta and hope you will let me know if there is anything my office may do to make your visit more pleasant.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Austin Brown  
Atlanta Braves



CITY OF COLUMBIA

SOUTH CAROLINA

LESTER L. BATES  
MAYOR

May 23, 1966

Dear Ivan:

Some very good friends of mine plan to be in Atlanta on June 2, and I would appreciate it if you could arrange to get me two good tickets for the baseball game on that date.

Please advise me of the cost of these tickets, and I will send my check for same.

With kind personal regards and best wishes, I am

Sincerely yours,

*Lester*

Lester L. Bates  
Mayor

The Honorable Ivan Allen, Mayor  
City of Atlanta  
Atlanta, Georgia

LLB:bb

213 [handwritten signature]

May 20, 1966

Mr. Joe H. Gerson  
729 W. Peachtree Street, N. E.  
Atlanta, Georgia 30308

Dear Joe:

The contract with the Braves is public information and is on file with the City Clerk (Mr. J. J. Little, First Floor, City Hall).

It is an extremely bulky contract and I doubt if you would want to read all of it. It is essentially the best contract in the National League.

I am attaching hereto a summary of the contract which I used during my campaign.

My advice to you is don't get sick listening to sick people. They are simply not worth it.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr:lp

POPULATION COMPARISONS BASED ON  
1960 CENSUS

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	<u>City</u>	<u>Metropolitan Area</u>
Atlanta	487	1,017
Baltimore	939	1,727
Cleveland	876	1,797
Houston	938	1,243
Kansas City	476	1,039
Los Angeles	2,479	6,743
Milwaukee	741	1,194
Minneapolis - St. Paul	796	1,482
New York	7,782	10,695
Oakland	368 )	
San Francisco	743 )	2,783
Washington	764	2,002

COMPARISON OF AGREEMENTS BETWEEN CITIES AND MAJOR LEAGUE TEAMS

<u>CITY</u>	<u>STADIUM RENTAL</u>	<u>CONCESSIONS</u>	<u>OTHER</u>
Atlanta	City gets 5% of first million paid admissions, 7% on million to 1,500,000 and 10% on over 1,500,000. (Contract same as Milwaukee.)	City gets from 10% to 16%, depending on volume.	Parking remains with Stadium Authority.  Authority gets 10% of any pay TV (same as New York).  Braves will be credited up to \$500,000 moving expenses.
Baltimore	City gets \$75,000 or 7% of paid admissions, whichever is greater.	City gets 10%.	
Cleveland	City gets \$60,000 basic rental against 7% of paid admissions, whichever is greater.	City gets 45%. (Equipment paid for by city.)	
Houston	City gets \$562,500 to \$747,000, depending on income.	City retains all concessions.	
Kansas City	Lease signed at end of 1963 season (lease non-cancellable prior to end of 1967 season) provides: for 1963 and 1964 \$1 per year rental; for 1965 through 1967 \$1 per year plus 5% of all paid admissions if attendance exceeds 950,000.  Earlier lease provided \$1,000 rent plus 5% of paid admissions but was cancellable by Athletics if paid admissions fell below 850,000.	City gets 7½%.	

COMPARISON OF AGREEMENTS BETWEEN CITIES AND MAJOR LEAGUE TEAMS

Page Two

<u>CITY</u>	<u>STADIUM RENTAL</u>	<u>CONCESSIONS</u>	<u>OTHER</u>
Los Angeles (Dodgers)	City gave Walter O'Malley 328 acres of downtown property. City built access roads. No rental charged.	Dodgers get all.	Dodgers get all. of parking.
Milwaukee	Same as Atlanta.	Same as Atlanta.	
Minnesota	City gets 7% of paid admissions.	City gets 10%.	
New York (Shea Stadium)	Rental is \$450,000, decreasing \$20,000 annually during contract	Mets get all.	City gets 10% of any pay TV.
Oakland	In third year city would get \$125,000. (This was offer - no team yet.)	To be negotiated.	
San Francisco	City gets \$125,000 or 5% of paid admissions, whichever is greater. Lease is for three years.	Giants get all.	City gets 85.1% up to \$300,000; 95.1% thereover. of parking.
Washington	City gets \$65,000 or 7% of paid admissions, whichever greater.	City gets 13%.	

POPULATION COMPARISONS BASED ON  
1960 CENSUS

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