

Veeck Wants Club to Stay

By CLEON WALFOORT
Of The Journal Staff

If the Braves leave Milwaukee, it will be "the worst thing that has happened in the history of baseball" and will be due only to "greed and stupidity" of the present owners, Bill Veeck said Saturday. The former owner of the Milwaukee Brewers, who went on to record breaking success with the Cleveland Indians and Chicago White Sox, tried to move the St. Louis Browns here in 1953.

"The only reason I am willing to be quoted to this effect is that I have told the present Milwaukee owners the same thing to their face," Veeck said Saturday in a telephone interview from his home in Easton, Md.

Asked for comment at his home in Lake Forest, Ill., William C. Bartholomay, chairman of the Braves' board of directors, said:

"I don't think I could comment on that, Bill Veeck is Bill



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Favors Expansion

Veeck said he was not personally interested in the proposed new ownership of the Braves, "but I would do anything, and I mean literally anything, to help Milwaukee keep its ball club. And for only one reason: Because the fans deserve it.

"The only conditions under which Atlanta deserves a major league ball club is expansion, which I happen to be in favor of."

Veeck said the present owners couldn't very well talk about the attendance potential in Milwaukee "until they work at the promotion there."

"The people of Milwaukee and Wisconsin have proved they will support major league baseball," Veeck said. "If the Braves aren't drawing, it is because the operators have forgotten that baseball is entertainment, and that packaging is as important as the product.

Others Have Managed

"The thing I can't understand about the present owners is whether they don't know how to sell baseball in Milwaukee or whether they don't want to sell it.

"I realize that revenue from a million attendance is less in Milwaukee than in any other major league city, because the revenue per fan is the lowest anywhere, but there still is no reason why they can't operate profitably with an attendance of a million—unless they expect something like a 25% return on their investment. Every other club in the major league has managed under those conditions.

Doubts Club Will Leave

"Moreover, all they have to do is promote baseball, including the vast potential of the rivalry with the near-by Chicago Cubs, as has never been done in Milwaukee, and they'll draw over a million."

Veeck, who has been ousted from control of the White Sox because of ill health in 1961, had one parting shot:

"I don't think the Braves will leave Milwaukee. Not because of the threats of lawsuits so much as because it just doesn't make sense to leave after drawing more than 900,000 persons. They can't pick up and leave every time they see a chance to pick up a few quick bucks. Sports men? How greedy can you get, especially men who are supposed to have money?"

ry Drive Ward Litter

necessary to study whether new laws were needed.

He also suggested more trash containers and antilitter posters. The health education division would handle the school programs and prepare press releases.

Rheinfrank told the committee that the campaign would not show results immediately and that the additional sweepers were needed for immediate relief. Against that need, he said, was the unknown degree of effectiveness of the campaign.

Barry said at the meeting with Rheinfrank that an efficient campaign would require up to five sanitation inspectors.

Library Will Display Exhibit on '64 Politics

A two part exhibit, "Politics 1964," will go on display in the central public library Tuesday.

National newspaper and magazine endorsements and a comparison of planks will be exhibited in the science area of the library. Biographical information on candidates will be exhibited in the circulation area.

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