

# SPORTS

## Scope



When Hank Gets Riled,  
He Really Hammers 'Em  
by F. M. Williams

**A**TLANTA—Hank Aaron is no shrinking violet. He speaks his piece on issues concerning him, or baseball, but he has a way of doing it that avoids personalities.

He is by far the most accessible of all the so-called Super Stars in baseball. He has a keen sense of humor, laughs easily at his own expense, and is possessed with so much talent that almost everything he does appears effortless, sometimes lazy.

*There are those who say his major league career is being prolonged by such firm control of his emotions, and there are others who say lack of fire in Aaron's makeup deprives the Atlanta Braves of the on-the-field leadership so vital to championship athletic teams.*

So it was with somewhat mixed feelings that people here greeted the news last week that Henry (The Hammer) had his dander up over some remarks made at a booster club banquet by Milo Hamilton, the Atlanta radio announcer.

**MANAGER BILLY HITCHCOCK**, rushing quickly to Aaron's defense, could not help but be secretly happy over the controversy.

In two games thereafter, Hank had seven hits in eight times at bat, plus two walks, and he showed more aggressiveness than anyone in these parts has ever seen him display.

*It was in jest, but with some semblance of truth, that a wag commented after Sunday's tremendous exhibition by Aaron that it would be a good investment to hire a hand to visit Henry each day with just one remark: "Roberto Clemente's a better outfielder than you are."*

Actually, that is not what Hamilton said, nor what Aaron got angry about. Milo's remark was to the effect that last year, in the All-Star game, Aaron was shifted to left field to make room for Clemente in right, implying that baseball players favored Clemente.

**AARON'S DISPLEASURE** was in being brought into verbal testimonial to Clemente, in the first place, and to Hamilton's ignorance of the facts. Aaron got move votes for outfielder in the All-Star game than did Clemente a year ago, and could have started in right if he had insisted upon it. He shifted to left at the request of All-Star Manager Walter Alston.

### Durocher Set Off Controversy

A year ago down here there was a big controversy going over whether Aaron was as good an outfielder as Willie Mays. Leo Durocher set that one off, and coincidentally, he did it in a speech at another Atlanta Booster meeting. Leo took Mays, of course.

*"Actually, I'm flattered to be mentioned with Willie Mays or Clemente when people get to talking about who's the best outfielder playing today," said Hank. "I'm perfectly willing for my record to speak for me."*

The record speaks loudly. He has a lifetime batting average of .317. To date he has hit 453 home runs, has batted in 1,461 men. He is regarded, with Mays, as the very best base runner in the National League, not because of the bases he steals, but because he seldom ever gets thrown out taking an extra base. He has a great arm, he has more than adequate speed. And when he gets mad, he's vicious at the right place—at home plate, with a baseball bat in his hand. The problem is keeping him mad.

### It Takes Homers To Draw Fans

The Braves, who open a three-game series against the St. Louis Cardinals here tonight, have played 29 dates at home and have drawn 367,520 people. That's some 22,000 less than at a corresponding time during their first season in the South. Almost all the difference can be traced right back to opening day.

*Aaron and Joe Torre are the main reasons that fans are flocking through the turnstiles in such great numbers. They hit home runs, still the greatest attraction baseball has to offer. Aaron has 11, Torre nine.*

*Almost anyone who has ever seen a baseball game knows that Atlanta cannot win the National League pennant—yet it is an interesting team and exciting.*

Despite injuries and illnesses that have deprived him of his two best pitchers, Tony Cloninger and Ken Johnson, for much of the early going, Manager Hitchcock has the club playing at a much better pace than a year ago. With a record of 18-16, the Braves are two games above the .500 mark. A year ago they were two games under the break-even point.

### Unpopular Walker on Way Out?

Harry Walker, the talkative Alabama managing the Pittsburgh Pirates, is as unpopular with his players as was Bobby Bragan with the Braves a year ago. Sources close to the Pirates say only a pennant can save Walker's job, and they add, the pennant will never be won with him as manager.

*Admittedly, Walker is one of baseball's keenest students, especially in the art of hitting. His problem with the players, it seems, is that he never knows when to leave them alone. Harry is a stickler for perfection, he doesn't even like horseplay around the batting cage. He says it tends to break concentration at a time when the hitters should be practicing that, as well as their hitting.*

One report circulating in the lobby of the hotel where the Pirates lived during their four games with the Braves had Walker enforcing a bed check on Vernon Law, a deacon in the Mormon Church and perhaps the most devout baseball player in the major leagues.

True or not, it makes the point of why his players do not like him.

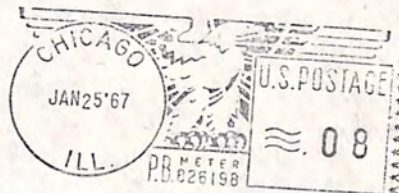



Hank Aaron

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 *Via Air Mail*

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



# THE ECONOMIC IMPACT OF THE BRAVES ON ATLANTA: 1966

by William A. Schaffer · George D. Houser · Robert A. Weinberg

FEBRUARY, 1967

Industrial Management Center  
GEORGIA INSTITUTE OF TECHNOLOGY

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## ACKNOWLEDGMENTS

The authors wish to express their thanks to the many people who worked on this study, and particularly to the Atlanta Braves whose whole-hearted cooperation made this study possible.

# CONTENTS

ACKNOWLEDGMENTS . . . . .	3
LIST OF TABLES . . . . .	5
LIST OF FIGURES . . . . .	5
I. INTRODUCTION AND SUMMARY OF FINDINGS . . . . .	7
II. PROCEDURES . . . . .	9
Sampling, 9	
Interviews, 10	
Reliability, 10	
Representativeness, 12	
III. CHARACTERISTICS OF FANS . . . . .	13
General, 13	
Local Fans, 16	
Out-of-Town Fans, 17	
IV. ANALYSIS OF EXPENDITURES . . . . .	20
Sources of Expenditures, 20	
Expenditures of Local Fans, 22	
Expenditures of Out-of-Town Fans, 23	
Expenditures of Baseball Teams, 25	
Summary of Direct Expenditures, 25	
V. THE MULTIPLIER EFFECT . . . . .	27
VI. THE NONECONOMIC IMPACT OF THE BRAVES . . . . .	31
APPENDICES . . . . .	32
A. Questionnaire, 32	
B. Computer Print-Out of Survey Results, 33	
C. Interview Schedule and Attendance Summaries, 36	
D. Estimation of Number of Different Persons Attending Games, 37	
E. Confidence Limits of Sample, 38	
F. Expenditures of Local Fans, 39	
G. Expenditures of Out-of-Town Fans, 40	
H. Expenditures of Baseball Teams, 42	
I. Calculation of the Economic Base Multiplier, 42	

## LIST OF TABLES

1. Confidence Intervals for Selected Questions . . . . .	11
2. Comparison of Population and Sample . . . . .	12
3. Makeup of Attendance at Games . . . . .	14
4. Radio Following . . . . .	15
5. Mode of Transportation . . . . .	15
6. Seat Preference . . . . .	16
7. Attendance Expectations of Local Fans . . . . .	16
8. Estimated Distance Traveled by Local Fans . . . . .	17
9. Reasons for Visit to Atlanta by Out-of-Town Fans . . . . .	18
10. States from Which Out-of-Town Fans Were Drawn . . . . .	18
11. Distances Traveled by Out-of-Town Fans to See Game . . . . .	19
12. Organized Group Ticket Sales, by State . . . . .	19
13. Summary of Expenditures . . . . .	22
14. Lodging Preferences of Out-of-Town Fans . . . . .	24
15. Estimates of Metropolitan Atlanta Employment Producing for Export, 1954 and 1964 . . . . .	30

## LIST OF FIGURES

1. Expenditures of Fans . . . . .	26
2. The Multiplier Effect for Braves-Related Income in Atlanta . . . . .	28

## I / INTRODUCTION AND SUMMARY OF FINDINGS

**T**HE purpose of this study is to assess the economic impact of the Atlanta Braves baseball team on Atlanta. In addition, the study includes a variety of information, ranging from game starting times to hot dog expenditures, which will help the Braves management better understand their fans and provide Atlanta with a closer and more up-to-date look at the economic importance of major league baseball in Atlanta. A similar study is being conducted to assess the impact of the Falcons on the city. The combined reports should serve to underline the contributions of professional sports to a growing Atlanta.

The study is divided into six parts. A summary is provided in this section. Then the survey technique is briefly described. Third, the characteristics of the fans are outlined. Fourth, an analysis of expenditures made in connection with the Braves is presented, followed by an examination of the flow of income as these expenditures are spent and respent. Finally, the non-economic impact of the Braves on Atlanta and Georgia is discussed. (A technical appendix is also provided to supplement findings summarized in the text.)

In summary, the Braves had a significant economic impact on



the city of Atlanta in 1966. Over 9 million dollars were spent in Atlanta in direct connection with the baseball season. As this money circulates, up to 30 million dollars in income for Atlantans will be generated.

Two-thirds of the initial expenditures were made by the 174,000 different visitors to Atlanta who made up 41 per cent of the official attendance of 1,539,801. Over half of the expenditures by out-of-towners went for food, entertainment and lodging, although significant amounts were also spent at the game itself, for gasoline, and on transportation.

Attendance by an estimated 107,000 Atlantans reached over 905,000. In contrast to the pattern set by out-of-town fans, two-thirds of the expenditures of local fans were made at the Stadium itself, with food and entertainment, parking, gasoline, shuttle bus and other transportation expenditures following in importance.

A hard core of baseball fans has been uncovered in Atlanta. The typical local fan expected to see 16 to 25 games while the out-of-town fan expected to see four games over the season. While 82 per cent of season attendance was drawn from within 150 miles of Atlanta, over half of the out-of-town fans came from 23 other states, primarily Alabama, Tennessee, South Carolina and North Carolina. A majority of the fans came with their families, although a large number of fans came in organized groups from as far as Los Angeles, Chicago, and Ottawa, Canada. And no matter where their homes, the Braves fans were loyal both in and out of the Stadium, with 73 per cent of all fans admitting to regularly following the Braves on the radio.

While the economic impact has been substantial, the non-economic contribution of the Braves to Atlanta is no less important. Some partial indicators of this contribution are available. Thus, Atlanta was mentioned over 280,000 times in daily newspapers, four games were televised nationally from Atlanta, 20 games were televised over the Southeast, and 39 regional radio stations carried regular broadcasts of the Braves. If other teams have similar networks, then the Atlanta Braves played before millions across the nation every week of the season. Further, Braves personnel appeared over 395 times as speakers throughout the state and made preseason visits to 24 major cities in the Southeast. Finally, the Braves have contributed substantially to programs at schools in the neighborhood of the Stadium.

## II / PROCEDURES

THIS study describes the characteristics of Atlanta Braves fans through the application of standard sampling procedures. The analysis of a small, carefully selected segment of a population will yield information almost as accurately as if the entire population had been studied. The technique used is outlined here; details are presented in the Appendix.

### Sampling

THE population for this study is defined as all persons who attended an Atlanta Braves game in the Atlanta Stadium. Since seating by section appeared to be proportionately stable from game to game, the proportional method of sampling was chosen. That is, the size of the sample for each section was proportional to its population. These proportions, initially based on the first 13 home games, were adjusted as necessary later in the summer.

Within each section of the stadium the sampling was random. Each member of the population in a section had an equal chance of being interviewed. Locations for interviews were based on a mathematical formula and the interviewers were not permitted to make decisions based on their own desires and observations. This insured a reasonable objectivity in the survey results.

The sample games were selected to include each team, day of

the week and starting time and were played over a three-month period from mid-May to mid-August. The sample itself consisted of a total of 1479 fans interviewed at 16 games.<sup>1</sup>

### Interviews

APPROXIMATELY 90 to 100 interviews were conducted at each sample game by carefully trained students and members of the faculty of Georgia Tech. Each interviewer carried an identification card indicating the purpose of the interview and authorizing his presence in the Stadium. The interviews were conducted according to a preset format and usually could be completed in less than two minutes each. Interviews were begun 30 minutes before game time and stopped before play commenced.

As a technique for data collection, personal interviewing yields good results. It allows the respondent to relax, requires a minimum of effort in answering questions and provides a larger proportion of usable replies than other methods.

The interview form was carefully constructed to avoid bias, and each question was selected for a specific purpose.<sup>2</sup> The questions did not probe into the personal background of the respondents; as a result, there was little or no reluctance in answering them. Several interviews were conducted with the questionnaire in a rough-draft form to insure that each question was easily answerable. Once the format was established, the questions and answers were number-coded so that responses could be key-punched directly from the questionnaire. This facilitated analysis of the results through the Rich Electronic Computer Center at Georgia Tech. Many questions were eliminated prior to the start of the study because of the availability of information from other sources; were it not for access to these sources, the time involved would have become excessive and both fans and interviewers would have suffered unnecessarily. Throughout the survey, the cooperation and willingness of fans to participate in the study greatly simplified the interview task.

### Reliability

WHILE the nature of the questionnaire prevents the determination of a degree of accuracy for the questionnaire as a whole, an

<sup>1</sup>The schedule of games sampled is presented in section C of the appendix.

<sup>2</sup>The interview questionnaire is reproduced in section A of the appendix.

expected error can be stated for selected questions. Computations based on standard statistical techniques indicate that there is 95 per cent probability that the population means will lie within the intervals shown in Table 1.<sup>3</sup> Where only a yes or no answer is involved (i.e., where the distribution is binomial), the per cent of the population possessing the characteristic in question is expected to differ no more than 4 per cent from the corresponding per cent of the sample. Where the answer is subject to more variation (e.g., distance from Stadium, expenditures, length of stay, etc.), the maximum expected error rises, particularly when the number of observations is small. Thus, the mean entertainment expenditure of all out-of-town parties may vary from the mean based on our sample by as much as \$6.61.

In general, the usual cautions in the interpretation of survey results apply, but estimates based on this sample should reasonably approximate the characteristics of fans of the Atlanta Braves in 1966.

**Table 1: Confidence Intervals for Selected Questions**

Topic of question	Maximum expected error	Confidence interval	
		Lower limit	Upper limit
<b>Asked of everyone:</b>			
Desirability of starting time (proportion) . . . . .	.01	.90	.92
Number in party . . . . .	.48	4.29	5.25
Local or out-of-town resident (proportion) . . . . .	.03	.56	.62
<b>Asked of local fans:</b>			
Distance of home from Stadium (miles) . . . . .	.37	8.00	8.74
Game-connected entertainment (proportion) . . . . .	.03	.27	.33
Entertainment expenditure (dollars) . . . . .	.61	4.64	5.86
Number of games expect to see . . . . .	1.34	22.53	25.21
<b>Asked of out-of-town fans:</b>			
Distance of home from Atlanta (miles) . . . . .	11.02	150.00	172.00
Game-connected entertainment (proportion) . . . . .	.04	.37	.41
Entertainment expenditure (dollars) . . . . .	6.61	27.71	40.93
Overnight visit (proportion) . . . . .	.04	.43	.51
Number of nights stayed . . . . .	.50	2.47	3.47
Gas and oil purchase in Atlanta (proportion) . . . . .	.04	.49	.57
Gas and oil expenditure (dollars) . . . . .	.54	6.68	7.76
Games expect to see this trip . . . . .	.15	1.48	1.78
Games expect to see for season . . . . .	.81	7.11	8.73

<sup>3</sup>See section E of the appendix.

## Representativeness

To demonstrate its representativeness, the sample is compared with the population in several key areas in Table 2. The sample and population proportions according to these classifications are very close. Most of the relatively high differences in attendance proportions in the population and sample for the various teams played can be explained by an inability to adjust the survey schedule to account for changes in the popularity of teams as the season progressed. But even these are slight enough to be disregarded.

Thus, the survey appears to be adequate in size and composition to yield reasonably accurate results.

**Table 2: Comparison of Population and Sample**

<u>Classification</u>	<u>Per cent of population</u>	<u>Per cent of sample</u>
<b>Attendance, by day of week</b>		
Week game . . . . .	56	57
Weekend game . . . . .	44	43
<b>Attendance, by opposing team</b>		
Los Angeles . . . . .	21	20
Philadelphia . . . . .	8	7
New York . . . . .	11	11
Cincinnati . . . . .	8	6
Houston . . . . .	8	12
St. Louis . . . . .	8	13
San Francisco . . . . .	18	13
Chicago . . . . .	7	14
Pittsburgh . . . . .	11	4
<b>Attendance, by section of Stadium<sup>a</sup></b>		
General admission . . . . .	21	24
Field level . . . . .	34	39
Loge . . . . .	3	5
Pavilion . . . . .	7	4
Upper level . . . . .	35	28
<b>Games scheduled, by day of week<sup>b</sup></b>		
Weekday afternoon . . . . .	1	0
Weekday evening . . . . .	45	44
Friday evening . . . . .	17	19
Saturday afternoon . . . . .	11	12
Saturday evening . . . . .	9	6
Sunday afternoon . . . . .	17	19

Notes: a. The population percentages in sections of the Stadium are based on actual attendance for the first 13 home games.

b. Doubleheaders are counted as one game.

### III / CHARACTERISTICS OF FANS

**A**N expected outcome of any survey of baseball fans would be a description of the average fan. Unfortunately, much of the information required to draw a good fan profile is confidential (age, income, education, etc.) and a direct query into these topics is likely to be answered in an exaggerated or biased manner. To protect answers more pertinent to the central purpose of the study, questions of this type were eliminated during the initial testing of the questionnaire. But several items of general interest were compiled and are presented below. The next two sections then provide discussions of the characteristics of local and out-of-town fans.

#### General

**ATTENDANCE.** There is little doubt that the 1966 baseball season has been highly successful. Official season attendance was 1,539,801, and the highest for the Braves since 1959. Playing in the smallest metropolitan area with a National League team and spending most of the season in the lower division, the team still ranked sixth in total attendance ahead of Pittsburgh, Philadelphia, Cincinnati, and Chicago. Attendance at home games appears to have depended in part on the standing of opponents,

with Los Angeles (first place) drawing over 330,000 followed by San Francisco (second place) with over 270,000 and Pittsburgh (third place) with over 200,000. This stands in contrast with attendance of less than 100,000 for games with Chicago (tenth place) and 111,000 with Cincinnati (seventh place). Average attendance also varied by month, with games played in July and August drawing large crowds. While those are vacation months, school, football and other activities tend to reduce baseball attendance in May and September.<sup>4</sup>

According to the survey, roughly two out of every five fans were from out of town and accounted for a total attendance of

**Table 3: Makeup of Attendance at Games**

Type of game	Per cent local fans	Per cent out-of-town fans in Atlanta for:	
		Ball game	Other reasons
Week . . . . .	62	27	11
Weekend . . . . .	55	39	6
Total . . . . .	59	32	9

634,398. Table 3 shows that most out-of-town fans (78 per cent) were in Atlanta primarily to see a game and attended more games on weekends than otherwise.<sup>5</sup>

<u>Auto registration (or home)</u>	<i>Per cent of total:</i>		
	<u>August 8</u>	<u>August 10</u>	<u>Survey</u>
Other states	24	19	22
Other Georgia counties	14	16	16
Metropolitan Atlanta Counties	62	65	62
(Fulton Co.)	(37)	(33)	—
(DeKalb Co.)	(16)	(21)	—
(Cobb, Clayton, Gwinnett Cos.)	( 9)	(11)	—

*The tag counts did not include fans arriving by shuttle bus; our interviewers (when asked) defined Atlanta as within 15 miles of downtown. If these differences counterbalance each other, the results are virtually identical.*

<sup>4</sup>See section C of the appendix for details.

<sup>5</sup>Our results are remarkably close to those of surveys conducted by the Research Department of the Atlanta Chamber of Commerce. While their complete study is not yet available, they have provided preliminary results of two counts of automobile license plates in the Stadium parking lots. Both counts were conducted on week nights with the Los Angeles Dodgers as the opposing team. The first (1,814 cars) was on August 8 and the second (4,967 cars) on August 10. Compared with our survey, the results are as follows:

**RADIO FOLLOWING.** As evidenced by the interest with which fans follow the Braves on radio, baseball is not just a sport of passing fancy. One of the questions asked of fans was designed to determine whether they followed the Braves by radio regularly, occasionally, or not at all. As Table 4 indicates, a large proportion of fans follows the Braves regularly. While most of the regular

**Table 4: Radio Following**

Type of fan	Per cent of attendance following radio broadcasts:		
	Regularly	Occasionally	Never
Local fans . . . . .	82	12	6
Out-of-town fans . . . . .	59	22	19
All fans . . . . .	73	16	11

listeners are local fans, the out-of-town following is still substantial (81 per cent) and is probably closely associated with the 78 per cent of out-of-town fans in Atlanta primarily to see a ball game.

**PARKING.** Anyone who attended a game during the 1966 season was reminded of Atlanta's parking problems and expressway traffic jams. The Atlanta Transit Company established a convenient shuttle bus service from downtown to the Stadium to supplement the limited number of parking spaces at the Stadium. Nevertheless, as shown in Table 5, 81 per cent of the fans inter-

**Table 5: Mode of Transportation**

Mode	Per cent of attendance
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

viewed chose to drive their cars and either park in the Stadium lots or use one of the bootleg parking facilities which have sprung up around the Stadium. Some 12 per cent of the fans elected to use the shuttle bus service; this figure was generally lower during



games with smaller attendance and increased markedly as attendance approached sellout proportions.<sup>6</sup>

**SEAT PREFERENCE.** One of the interviewers' tasks was to code each questionnaire according to section of the Stadium and type of fan (local or out-of-town). This was done as an interest item to determine out-of-town seat preferences. As Table 6 indicates, there were no sharply drawn preferences, with the exception that

**Table 6: Seat Preference**

<u>Section of Stadium</u>	<u>Per cent local fans</u>	<u>Per cent out-of-town fans</u>
Loge . . . . .	50	50
Upper level . . . . .	60	40
General admission . . . . .	70	30
Field level . . . . .	52	48
Pavilion . . . . .	68	32

70 per cent of the general admission tickets was sold to local fans and that the out-of-town fans, in general, tended to gravitate toward the more expensive reserved seats. All it ever took during the season was a glance at the grandstand area with its "Hammering Hank" and "Go Joe" banners to know that the hard-core baseball fan was firmly entrenched in the grandstands.

### Local Fans

**ATTENDANCE.** Baseball is not just a novelty for Atlanta fans: the typical fan expected to see 16 to 25 games, and 16 per cent of the local fans planned to see 40 or more games before the season was over. Attendance expectations are presented in Table 7. If

**Table 7: Attendance Expectations of Local Fans**

<u>Number of games</u>	<u>Per cent</u>
Less than 3 . . . . .	4
3 to 6 . . . . .	10
6 to 11 . . . . .	19
11 to 16 . . . . .	15
16 to 26 . . . . .	22
26 to 41 . . . . .	14
41 or more . . . . .	16

<sup>6</sup>While official figures are not available from the Atlanta Transit Company, their estimates parallel ours.

these expectations held true, over 107,000 different Atlantans had attended a game by the end of the season for a local season attendance of over 905,000.<sup>7</sup>

**RESIDENCE.** While 40 per cent of local fans live in the Northeast section of the city, the remainder are drawn fairly evenly from the other quadrants of the city (20 per cent from the Northwest, 19 per cent from the Southeast, and 21 per cent from the Southwest). The average distance traveled from home to Stadium was 8.4 miles. As Table 8 shows, this average is heavily weighted by

**Table 8: Estimated Distance Traveled by Local Fans**

<u>Miles traveled (one way)</u>	<u>Per cent of local fans</u>
Less than 4 . . . . .	18
4 to 7 . . . . .	23
7 to 10 . . . . .	14
10 to 13 . . . . .	26
13 or more . . . . .	20

the large proportion of fans traveling ten miles or more. The most frequently estimated distance traveled was 10 to 13 miles.

**GROUP COMPOSITION.** Baseball is a family sport in Atlanta. 52 per cent of the local fans attended games with their families, 30 per cent with friends, 16 per cent by themselves, and 2 per cent with an organized group. The average group size was four.

### Out-of-Town Fans

**ATTENDANCE.** In measuring the impact of the out-of-town fan, this study has directed its attention to the out-of-town fan who was in Atlanta primarily to see a ball game. 78 per cent of the out-of-town fans (or 32 per cent of all fans) interviewed were in this category. As shown in Table 9, the remainder were in town for a variety of different reasons and simply selected the ball game as one form of entertainment. By the time the season ended approximately 634,000 out-of-town visitors had been to a Braves game. This total includes a number of fans who came to several

<sup>7</sup>For computation, see section D of the appendix.

**Table 9: Reasons for Visit to Atlanta by Out-of-Town Fans**

<u>Reason</u>	<u>Per cent of out-of-town fans</u>
To see a baseball game . . . . .	78
On business . . . . .	7
On vacation . . . . .	6
Visiting friends . . . . .	4
Just passing through . . . . .	1
Conventioneering . . . . .	1
Other . . . . .	3

different games (the average out-of-town fan planned to see four games during the season). On a non-repeat basis, approximately 174,000 different out-of-towners were drawn to Atlanta by the Braves.<sup>8</sup>

STATES REPRESENTED. Of this 174,000 total, 75,000 came from other towns and cities in Georgia, and the remaining 99,000 came from 23 other states. While the greatest number of out-of-state fans came from Alabama and Tennessee, it was quite common to encounter fans from Florida, North Carolina and South Carolina. Table 10 shows the attendance breakdown for the major contributing states.<sup>9</sup>

**Table 10: States from Which Out-of-Town Fans Were Drawn**

<u>State</u>	<u>Per cent of out-of-town fans</u>
Georgia . . . . .	43
Alabama . . . . .	13
Tennessee . . . . .	11
South Carolina . . . . .	9
North Carolina . . . . .	9
Florida . . . . .	5
Other . . . . .	10

DISTANCE TRAVELED. Although more than half of the out-of-town fans live within 150 miles, the average one-way distance traveled by out-of-town fans in Atlanta primarily to see a game was 161 miles. According to Table 11, the median distance traveled is 100 to 150 miles. 92 per cent of these fans traveled by car, 5 per cent

<sup>8</sup>For computation, see section D of the appendix.

<sup>9</sup>The 17 other states from which fans interviewed came were (in order of frequency) Mississippi, Ohio, Texas, Kentucky, Pennsylvania, Virginia, West Virginia, Indiana, Louisiana, South Dakota, Maryland, Illinois, California, Minnesota, New Jersey, Nebraska, and Missouri.

**Table 11: Distances Traveled by Out-of-Town Fans to See Game**

<u>Distance</u>	<u>Per cent of out-of-town fans</u>
Less than 50 miles . . . . .	16
50 to 100 miles . . . . .	21
100 to 150 miles . . . . .	18
150 to 200 miles . . . . .	12
200 to 300 miles . . . . .	16
300 miles or more . . . . .	12

by bus, 1 per cent by airplane, and the remaining 2 per cent used some other means of travel. (One fan insisted that he had driven from Alabama in the family truck and flatly refused to have it classified as anything but "other.")

**GROUP COMPOSITION.** Baseball for the out-of-town fan is also a family occasion: 55 per cent of the fans interviewed were with their families, 33 per cent were with friends, 7 per cent were by themselves, and 6 per cent were with organized groups.

A tabulation of group ticket sales provides an interesting aside, in addition to confirming our survey results. Table 12 shows that,

**Table 12: Organized Group Ticket Sales, by State**

<u>State</u>	<u>Cities</u>	<u>Number of Groups</u>	<u>Fans</u>
Georgia . . . . .	95	246	17,546
Alabama . . . . .	46	152	9,420
South Carolina . . . . .	30	91	4,375
Tennessee . . . . .	24	86	3,388
North Carolina . . . . .	23	77	6,507
Florida . . . . .	6	15	441
Kentucky . . . . .	4	5	539
Louisiana . . . . .	2	2	68
Mississippi . . . . .	1	4	293
Ohio . . . . .	1	2	800
California . . . . .	1	1	50
Illinois . . . . .	1	1	130
Ontario (Canada) . . . . .	1	2	33
Total . . . . .	235	684	43,590

excluding groups from Metropolitan Atlanta, a total of 684 groups from 235 cities ordered tickets to games this season, representing 6.9 per cent of estimated out-of-town attendance. This compares favorably with survey results (6 per cent), even though the distribution among states is not the same as for all out-of-town fans. The average organized group size was 64.

## IV / ANALYSIS OF EXPENDITURES

THE study now turns to the monetary impact of the Braves on Atlanta. The discussion will show the effect of the Braves on funds flowing through Atlanta's economy, the sources of these funds and where, specifically, they entered Atlanta's economic stream. In addition to new funds from other areas, locally-held funds spent due to the presence of the Braves will be considered.

### Sources of Expenditures

LET us first consider new money introduced into the economy

from outside of Atlanta. There are several possible sources of these funds:

1. Money spent by out-of-town fans on tickets to games;
2. Money spent by out-of-town fans (in Atlanta for the specific purpose of seeing the Braves) on transportation, food, entertainment, lodging, shopping, parking, concessions, etc.;
3. Money earned by the Braves outside of Atlanta (The Braves receive remuneration for playing in other cities based on attendance.);
4. Money spent by other baseball teams in Atlanta;
5. Money spent by baseball scouts, reporters and other support personnel in Atlanta.

All money spent by out-of-town fans on tickets and at the games represents an inflow to the economy of Atlanta directly attributable to the Braves. But it is reasonable to consider any other expenditures made by out-of-town fans attributable to the Braves only if the out-of-town fan was in Atlanta primarily to see a game.

The enumeration of induced local expenditures is more difficult. Local expenditures are simply the sum of local ticket expenditures, local moneys spent prior to or following games on meals or entertainment, and moneys spent at games on concessions, programs, etc. But would this direct spending on entertainment have existed without the Braves? If the Braves were not in Atlanta, would the local fan have selected a movie or local theater group to provide his entertainment for the evening? This issue cannot be resolved with complete satisfaction. The questionnaire was designed, in so far as possible, to limit the measurement of local expenditures to those directly attributable to the Braves. Since it is a purpose of this section to point out the tremendous purchasing power of one and a half million fans, we have assumed that local expenditures made in connection with baseball were induced by the presence of the Braves. While some error might be involved, we feel that the exclusion of local expenditures would be even more erroneous.

Table 13 delineates sources of expenditures and indicates their points of entry into the economic stream. The following comments briefly explain the summary amounts provided in the table.

## Expenditures of Local Fans

As pointed out earlier, over 107,000 Atlantans attended games at the Stadium more than 905,000 times. These local fans introduced funds directly into Atlanta's economic stream through their ticket purchases and expenditures on food and entertainment before and after games, on concessions, on transportation, and on parking.<sup>10</sup>

**Table 13: Summary of Expenditures**

Object of expenditure	Source of expenditure				Total
	Local fans	Out-of-town fans	Visiting teams	Visiting scouts	
Game (tickets) . . .	\$1,576,000	\$1,195,000	—	—	\$2,771,000
Food and entertainment . . .	202,000	2,276,000	41,000	8,000	2,527,000
Concessions . . . .	905,000	634,000	—	—	1,539,000
Gasoline . . . . .	56,000	473,000	—	—	529,000
Parking . . . . .	115,000	63,000	—	—	178,000
Buses . . . . .	54,000	38,000	14,000	—	106,000
Taxis . . . . .	35,000	9,000	—	—	44,000
Lodging . . . . .	—	1,479,000	31,000	5,000	1,515,000
Other . . . . .	—	—	41,000	4,000	45,000
Total . . . . .	2,943,000	6,167,000	127,000	17,000	9,254,000

**TICKETS.** While Atlantans spent over \$2,078,000 for admission to games, only \$1,576,000 has been included in the tabulation of direct expenditures.<sup>11</sup> This is the share of expenditures of the Braves which is attributable to local attendance. About 24 per cent of ticket revenue leaves Atlanta in partial support of the farm system (four clubs, each of which requires a substantial subsidy), spring training, and other activities.

**FOOD AND ENTERTAINMENT.** 30 per cent of all local fans attending a game stopped on their way to or from the game for food and entertainment. Specifically, 4.5 per cent of these fans attended the games by themselves and spent an average of \$3.63 per person, 14.1 per cent were with their families (average size of 3) and spent a total of \$5.41, and 11.4 per cent attended the games with

<sup>10</sup>Most of the calculations for this section are reproduced in section F of the appendix.

<sup>11</sup>This statement is based on our estimate of ticket sales. The Braves provided a summary of their expenditures in Atlanta which has been prorated on the basis of the proportion of local fans.

friends and spent an average of \$5.73 on two persons. The total food and entertainment expenditures (not including concessions) of local fans for the season is estimated at over \$202,000.

**CONCESSIONS.** According to Automatic Retailers of America, the concessionaires at the Stadium, the typical fan spent about \$1 per game on refreshments for a total of \$905,000 from local fans.

**GASOLINE, PARKING AND OTHER TRANSPORTATION.** The sample indicates that the local fan lived an average distance from the Stadium of 8.4 miles. Further, 89 per cent of those interviewed drove to the Stadium or parked in town and took a bus. As a result, over 2,400,000 miles were driven by local fans in connection with a game. Ignoring depreciation, oil consumption, tire wear and other measurable (but important) expenses and using information supplied by the American Petroleum Institute, the total expenditure by local fans on gasoline alone is estimated at over \$56,000.

89 per cent of the Atlanta fans parked either downtown or at the Stadium with an average of 3.5 fans per car. Assuming a fee of \$0.50 per car, over \$115,000 was spent by local fans for parking.

12 per cent of the local fans used a bus at some point in their trip to the Stadium. At \$0.50 per round trip, the Atlanta Transit Company took in over \$54,000 due to the presence of the Braves in Atlanta.

2 per cent of the fans arrived at the Stadium by taxi. Assuming an average of 3.5 fans in each party traveling 8 miles (one-way) and using rates of \$0.50 for the first  $\frac{3}{4}$  miles and \$0.10 per additional  $\frac{1}{4}$  mile, the expenditure for taxis by Atlantans was over \$35,000.

#### Expenditures of Out-of-Town Fans

THE 174,000 different out-of-town fans attending Braves games in Atlanta introduced new money into the local economy in several different ways. But expenditures of these fans on such things as food and entertainment and gasoline may properly be, and are, attributed to the Braves only when the out-of-town fans came to Atlanta primarily to see a game (78 per cent of out-of-town attendance, or 494,830, were in that category).

**TICKETS.** By our estimates, out-of-town fans spent over \$1,576,000



for tickets to games. But, as explained for local fans, only \$1,195,000 should be included as first-round spending. This is the portion of direct expenditures by the Braves in Atlanta attributable to out-of-town fans.

**FOOD AND ENTERTAINMENT.** 37 per cent of the out-of-town fans here to see a game spent money on food and entertainment. Of this group, 4 per cent were by themselves and spent an average of \$13.75 each, 55 per cent were with their families (average size of 4) and spent \$35.97 per family, and 41 per cent were with friends and spent an average of \$33.84 on two people. These figures include all food and entertainment expenses (excluding concessions) for the entire length of an out-of-town fan's visit. For the season, out-of-town fans spent over \$2,276,000 on food and entertainment in Atlanta.

**CONCESSIONS.** With an average expenditure of \$1.00 per fan, out-of-town fans spent over \$634,000 on concessions.

**LODGING.** A large number of visitors stayed overnight. Many came for several days or a weekend to see more than one game. Specifically, 37 per cent of the out-of-town fans stayed overnight; the average visit extended over two nights and the average size of party was five. As shown in Table 14, visitors most frequently stayed downtown. Using rates provided by the Georgia Hotel-

**Table 14: Lodging Preferences of Out-of-Town Fans**

<u>Location</u>	<u>Per cent</u>
Downtown hotel or motel . . . . .	51
Motel in outlying or suburban areas . . . . .	6
Home of friend or relative . . . . .	41
Elsewhere (campers, etc.) . . . . .	2

Motel Association (downtown—\$13.00 for double and \$10.00 for single room; suburban area—\$11.00 for double and \$8.50 for single room), out-of-town fans here to see a game spent about \$1,479,000 for lodging.

**GASOLINE, PARKING, AND OTHER TRANSPORTATION.** 53 per cent of out-of-town fans in Atlanta to see a game spent money on gasoline. The average amount spent per party of four was \$7.22 for a

season total of over \$473,000. While this amount may seem high, it should be remembered that many fans stayed in Atlanta for more than a single day and may have purchased gasoline on several occasions.

89 per cent of all out-of-town fans paid parking fees in connection with a game. With an average of 4.5 persons per car, over \$63,000 was shared by the downtown parking lots and the Atlanta Stadium Authority.

12 per cent of all out-of-town fans traveled to the Stadium by bus at \$0.50 per round trip for a total of \$38,000.

2 per cent of all out-of-town fans arrived at the Stadium by taxi. Assuming their trips started in the downtown area and were \$1.40, one way, out-of-town fans spent about \$9,000 for taxi transportation.

### Expenditures of Baseball Teams

DIRECT expenditures were made in Atlanta not only by fans and the Braves but also by visiting teams and scouts. The total first-round spending by baseball clubs (including the Braves) is estimated at \$2,914,000. This figure is based on estimates provided by members of the staff of the Atlanta Braves. The Braves spent about \$2,771,000 in Atlanta for such items as salaries and wages, utilities, local sales taxes, public relations, supplies and equipment, the Stadium Club, travel, and rent. Visiting teams are estimated to have spent about \$127,000 for lodging, food, entertainment, transportation, miscellaneous personal items, and tips for clubhouse personnel. Visiting baseball scouts spent about \$17,000 for similar items.

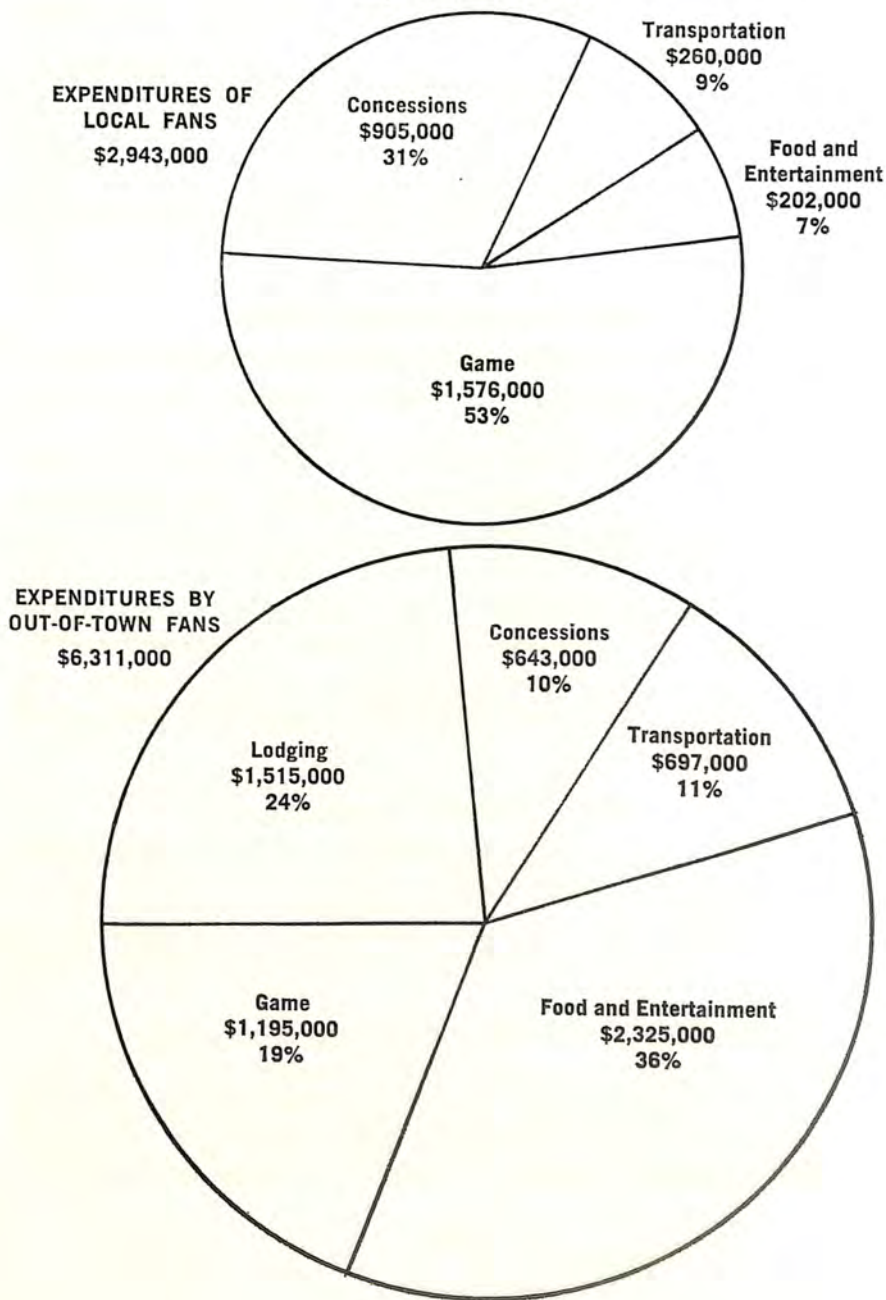
### Summary of Direct Expenditures

FIGURE 1 contrasts the spending patterns of local and out-of-town fans. The local fan clearly spends most of his money at the Stadium itself, while the out-of-town fan spends substantial amounts in other parts of the city for food, entertainment and lodging.

A total of \$9,254,000 in first-round expenditures may be credited to the presence of the Braves in Atlanta. Of this amount, 68 per cent was new money introduced into Atlanta's economy by sources outside of the city, and 32 per cent was induced local spending attributable to the presence of the Braves. But to say

that total first-round spending represents the economic impact of the Braves on Atlanta is not entirely correct. To determine the total impact, consideration must be given to the multiplier effect which occurs as this money is spent and respent.

Figure 1  
Expenditures of Fans



## V / THE MULTIPLIER EFFECT

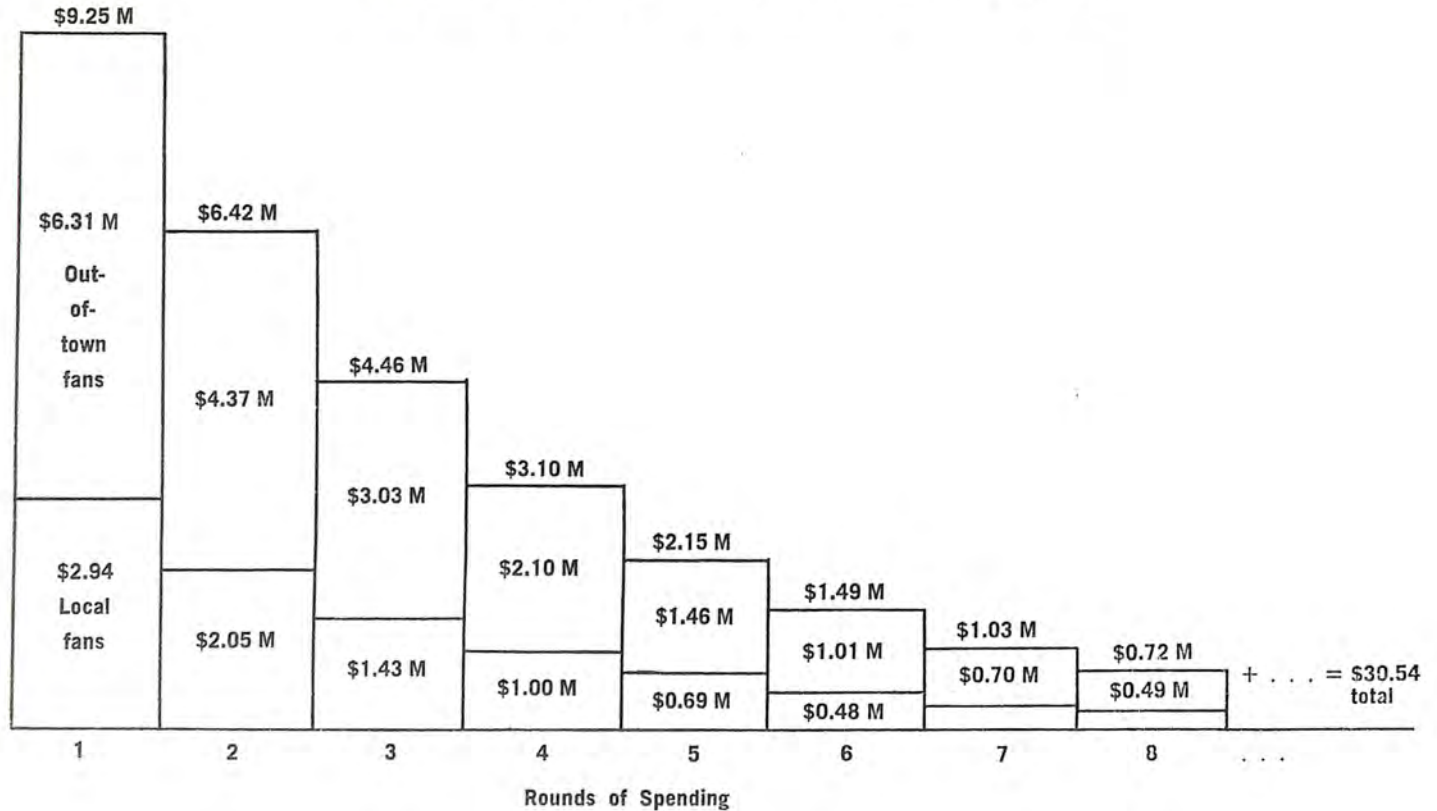
A commonly-held theory of urban growth states that a city must export goods and services if it is to prosper economically. Called economic base theory, it depends on a division of the city's economy into two sectors, the export (or basic) sector and the local (or support) sector.<sup>12</sup> Exporters such as automobile and aircraft manufacturers, hotels, restaurants, service stations, department stores and recreation centers obtain income from customers outside the city. This export income then enters the local economy in the form of wages and salaries, purchases of materials, dividends, etc., and becomes income to other local citizens. But unless the economy is entirely self-sufficient, a portion of this circulating income leaks out of the local economy with each transaction in payment for other goods, supplies and services which are imported. With each round of expenditures, local incomes increase in a continuing but diminishing chain. The impact of the original export sale tends to decrease with each successive round of expenditures as leakages continue. The series of events following the initial injection of income is known as the "multiplier effect" and traces the indirect effects of the injection.

A crude estimate of this effect can be made by calculating the local and export employment (income figures would be better

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<sup>12</sup>For details of economic base studies, see Charles M. Tiebout, *The Community Economic Base Study* (Washington: Committee for Economic Development, 1962), and Walter Isard, *Methods of Regional Analysis: an Introduction to Regional Science* (New York: John Wiley and Sons, Inc., 1960), chapter 6. Economic base multipliers have been replaced in recent years by more sophisticated, and more costly, input-output studies and can be justified ". . . only when crude, hurried research is required . . ." (ibid., p.221). The multiplier computed here is of the crude and hurried sort. More detailed work is in progress and will be included in the study of the economic impact of the Falcons. But a more sophisticated multiplier for the Atlanta area is not available and awaits adequate funding.

Figure 2—The Multiplier Effect for Braves-Related Income in Atlanta



but are not available) in the city and using them to determine the proportions in which support and export activities tend to exist. Table 15 shows the proportion of Metropolitan Atlanta's employment in 1964 and in 1954 which may be considered export-oriented. The estimates are based on the assumption that employees of Atlanta industries which are concentrated here in heavier proportions than are employees in either Georgia or Atlanta are employed in the production of goods or services for export to state or national markets.<sup>13</sup>

In 1964 Atlanta relied heavily on the transportation equipment, wholesale trade, printing and publishing, and finance, insurance and real estate industries for its export income. Approximately 3 out of every 10 workers were employed in export production. In 1954 the primary metals and other durable industries were also prominent in the city's export base but have declined in importance. But the proportion of workers producing for export was about the same. With these data, the economic base multiplier is computed as follows:

$$\text{Multiplier, 1964} = \frac{\text{Total employment}}{\text{Basic employment}} = \frac{445.3}{131.9} = 3.4$$

$$\text{Multiplier, 1954} = \frac{\text{Total employment}}{\text{Basic employment}} = \frac{303.3}{88.5} = 3.4$$

$$\text{Change Multiplier, 1954-64} = \frac{\text{Change in total employment}}{\text{Change in basic employment}} = \frac{142.0}{43.4} = 3.3$$

If the multiplier ratio tends to remain constant (as it apparently has) and if it applies to income as well as employment, then a one unit increase in export activities will tend to increase total activities 3.3 times as successive rounds of expenditures are made and the Atlanta economy adjusts to accommodate the additional expenditures. This means that about 70 per cent of each dollar spent is retained within the economy to be recirculated, with 30 per cent immediately leaving the local area. Figure 2 illustrates this process.

<sup>13</sup>The computations are roughly based on a method described in Gerald E. Thompson, "An Investigation of the Local Employment Multiplier," *Review of Economics and Statistics*, XLI (1959), pp. 61-7. For details, see section I of the appendix.

**Table 15: Estimates of Metropolitan Atlanta Employment Producing for Export, 1954 and 1964**

Industry	(in thousands)			
	1954		1964	
	Total employment	Export employment	Total employment	Export employment
Contract construction . . . . .	16.0	.32	29.3	7.56
Lumber . . . . .	2.9	—	2.2	—
Furniture and fixtures . . . . .	4.2	2.70	3.5	.88
Stone, clay, and glass products . . . . .	1.0	—	3.8	—
Primary metal industries . . . . .	2.7	2.37	2.6	.87
Fabricated metal products . . . . .	2.5	.94	4.2	—
Machinery, except electrical . . . . .	2.5	.31	3.9	.44
Transportation equipment . . . . .	22.1	21.19	28.3	24.28
Other durables . . . . .	3.7	2.16	5.1	.46
Food and kindred products . . . . .	10.9	—	13.1	—
Textile mill products . . . . .	8.3	1.84	6.1	—
Apparel and other textile products . . . . .	7.4	—	8.0	—
Paper and allied products . . . . .	3.0	—	5.9	.91
Printing and publishing . . . . .	4.8	1.92	6.6	3.96
Chemicals and allied products . . . . .	2.9	.29	3.5	—
Leather and leather products . . . . .	.4	—	2.1	.84
Other nondurables . . . . .	.2	—	1.0	—
Transportation and public utilities . . . . .	32.0	12.99	41.4	18.26
Wholesale trade . . . . .	81.1	22.46	48.2	34.37
Retail trade . . . . .	81.1	22.46	69.3	4.85
Finance, insurance, and real estate . . . . .	21.4	13.87	32.3	16.83
Service, miscellaneous, and mining . . . . .	37.8	5.14	62.4	13.85
Federal government . . . . .	35.5	—	21.2	3.54
State and local government . . . . .	35.5	—	41.3	—
Total . . . . .	303.3	88.50	445.3	131.90

The additional income brought into Atlanta by the Braves in 1966 has been estimated at \$9,254,000. As this income is spent and respent, the total income accruing to citizens in the Metropolitan Atlanta area should approach 3.3 times this amount, or \$30,538,000.<sup>14</sup>

<sup>14</sup>If only expenditures by out-of-town fans were included in the "new money" category, their expenditures of \$6,311,000 would mean up to \$20,826,000 in additional incomes for Atlantans.

## VI / THE NONECONOMIC IMPACT OF THE BRAVES

WHILE this study is specifically devoted to an examination of the impact of the Braves on Atlanta in terms of measurable monetary outlays, it would be remiss if some of the noneconomic impact of the Braves were not included. The impact of the Braves in terms of public relations is perhaps more important than that measured in terms of dollars and cents.

In 1966 there were over 1,750 daily newspapers in the United States. If these papers reported scores for baseball games, then Atlanta was mentioned over 280,000 times during the course of the season.

The Braves TV Network, composed of 21 stations in the Southeast, telecasted 20 games during the season and 4 home games were carried on the NBC network. Further, 39 radio stations in the Southeast regularly carried Braves games. And as the Braves traveled to other parts of the nation, an undetermined number of stations broadcasted their games.

Braves personnel from both the front office and the playing field appeared on over 395 occasions as speakers at service clubs, church groups, athletic banquets, etc. The majority of these functions took place in the state of Georgia. In addition, many personal visits by players were made to hospitals, children's homes and other charitable institutions.

In February a Caravan of Braves personnel traveled throughout the Southeast. In each city, with the help of local people, a press luncheon, a sports night, and visits to children's and veterans' hospitals were conducted. Cities visited included: Nashville, Knoxville, and Chattanooga in Tennessee; Asheville, Greensboro, Charlotte, Salisbury, Durham, and Gastonia in North Carolina; Charleston, Columbia, Greenville, and Anderson in South Carolina; Birmingham, Mobile, and Montgomery in Alabama; Jacksonville, Florida; and Augusta, Savannah, Dalton, Athens, Columbus, Albany, and Rome in Georgia.

It is apparent that this aspect of the Braves' presence is important but cannot clearly be quantified.



# APPENDICES

## A. Questionnaire

### *Questions for Everyone*

Do you follow the Braves on radio?  
1-regularly, 2-occasionally, 3-seldom

Are you pleased with the starting time for this game? 1-yes, 2-should start earlier, 3-should start later

With whom did you come to the game?  
1-yourself, 2-friends, 3-family, 4-organized group

How many are in your party?

How did you get to the stadium? 1-car, parked at stadium; 2-car to town, shuttle bus; 3-car to town, walked; 4-car to other, bus; 5-taxi; 6-charter bus; 7-busses only; 8-walked

Do you live within the greater Atlanta area (within a 15-mile radius of town)? 1-yes, 2-no

### *Questions for Locals*

How far do you live from the stadium (in miles)? (00-less than one mile)

In what quadrant of the city do you live? 1-NE, 2-NW, 3-SE, 4-SW

Did you stop for food or some form of entertainment on the way to the stadium or do you expect to after the game? 1-yes, on way to game; 2-yes, after game; 3-yes on way to and after game; 4-no

If yes, can you give us some idea of how much you expect to spend, not including what you will spend at the stadium? 1-0-\$5; 2-\$5-\$10; 3-\$10-\$15; 4-\$15-\$20; 5-\$20 or more; 6-no estimate

How many games do you expect to see in total this season?

### *Questions for Out-of-Towners*

What state are you from? 01-Georgia, 02-Alabama; 03-Tennessee, 04-South Carolina, 05-North Carolina, 06-Florida. Other states—see Instructions.

How far do you live from Atlanta (miles)? 0001-less than 50, 0002-50-100, 0003-100-150, 0004-150-200, 0005-200-300. Over 300 enter actual distance.

How did you travel to Atlanta? 1-car, 2-airplane, 3-bus, 4-train, 5-other

Are you in Atlanta primarily to 1-see a ball game, 2-vacation, 3-passing through, 4-business, 5-convention, 6-shopping, 7-visiting friends, 8-other

Do you plan to take advantage of any other forms of entertainment while in the Atlanta area? 1-yes, 2-no

If yes, can you estimate your anticipated expenditures? 1-0-5, 2-\$5-\$10, 3-\$10-\$15, 4-\$15-\$20, 5-\$20-\$50, 6-\$50 or more, 7-no estimate

Do you intend to stay overnight? 1-yes, 2-no

If yes, how many nights?

If yes, are you staying in 1-downtown hotel or motel; 2-suburban hotel or motel; 3-with friends or relatives; 4-other

Do you think you'll need to buy gas and oil while in town? 1-yes, 2-no

If yes, can you estimate how much you will spend? 1-0-\$3, 2-\$3-\$6, 3-\$6-\$9, 4-\$9-\$15, 5-\$15 and over, 6-no estimate

How many games do you expect to see this trip? (00-no estimate)

How many games in total do you expect to see this season? (00-no estimate)

## B. Computer Print-Out of Survey Results

<p>1. Out-of-town fans are from the following states:</p> <table border="0" style="width: 100%;"> <tr><td>Georgia</td><td>262</td><td>43%</td></tr> <tr><td>Florida</td><td>32</td><td>5%</td></tr> <tr><td>Alabama</td><td>80</td><td>13%</td></tr> <tr><td>Tennessee</td><td>66</td><td>11%</td></tr> <tr><td>South Carolina</td><td>53</td><td>9%</td></tr> <tr><td>North Carolina</td><td>53</td><td>9%</td></tr> </table>	Georgia	262	43%	Florida	32	5%	Alabama	80	13%	Tennessee	66	11%	South Carolina	53	9%	North Carolina	53	9%	<table border="0" style="width: 100%;"> <tr><td>Other</td><td>63</td><td>10%</td></tr> </table> <p>2. Frequency with which fans follow Braves on radio:</p> <table border="0" style="width: 100%;"> <thead> <tr> <th></th> <th>Reg.</th> <th>Occ.</th> <th>Never</th> </tr> </thead> <tbody> <tr><td>Out-of-town fans</td><td>59%</td><td>22%</td><td>19%</td></tr> <tr><td>Local fans</td><td>82%</td><td>12%</td><td>6%</td></tr> <tr><td>All fans</td><td>73%</td><td>16%</td><td>11%</td></tr> </tbody> </table>	Other	63	10%		Reg.	Occ.	Never	Out-of-town fans	59%	22%	19%	Local fans	82%	12%	6%	All fans	73%	16%	11%																																																								
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10. Out-of-town fans interviewed were in Atlanta for the following reasons:

To see a game	476	78%
On vacation	38	6%
Passing through	4	1%
On business	41	7%
For a convention	5	1%
On a shopping trip	1	0%
Visiting friends	22	4%
Other	22	4%

11. Out-of-town fans in Atlanta primarily to see a game traveled by the following means to Atlanta:

Car	440	92%
Bus	24	5%
Airplane	6	1%
Train	0	0%
Other	6	1%

12. Of the out-of-town fans in Atlanta primarily to see a game, 253 or 53% spent an average of \$7.22 on gas and oil. This accounted for a party of average size = 4.

A rough breakdown of these expenditures is as follows:

\$0 to \$3	11	4%
\$3 to \$6	113	46%
\$6 to \$9	68	28%
\$9 to \$15	28	11%
\$15 and over	26	11%

13. Number of games out-of-town fans primarily in Atlanta to see a game expect to see:

Games	This Trip	For Season
1	297 62%	40 8%
2	95 20%	39 8%
3	50 11%	41 9%
4-7	31 7%	177 37%
8-15	1 0%	115 24%
16-25	1 0%	42 9%
26-50	1 0%	15 3%
Over 50	0 0%	7 1%

14. Number of games out-of-town fans not primarily in Atlanta to see a game expect to see:

Games	This Trip	For Season
1	69 52%	28 21%
2	27 20%	25 19%
3	12 9%	11 8%
4-7	23 17%	48 36%
8-15	2 2%	16 12%
16-25	0 0%	2 2%
26-50	0 0%	1 1%
Over 50	0 0%	2 2%

15. Makeup of attendance at games:

Game	Out-of-Town Fans in Atlanta		
	Local Fans	To See Game	For Other Reason
Week	62%	27%	11%
Weekend	55%	39%	6%

16. Per cent of out-of-town fans in Atlanta primarily to see a game, classified by lodging preference, length of stay and section of stadium

Stadium Section	Length of stay (in nights)					Total
	One	Two	Three	More	Total	
<b>DOWNTOWN HOTEL OR MOTEL</b>						
1	0 0%	0 0%	1 11%	1 11%	2 22%	
2	13 38%	6 18%	3 9%	0 0%	22 65%	
3	7 19%	5 14%	1 3%	1 3%	14 39%	
4	26 28%	13 14%	5 5%	5 5%	49 53%	
5	1 50%	1 50%	0 0%	0 0%	2 100%	
<b>TOTAL</b>	<b>47 27%</b>	<b>25 14%</b>	<b>10 6%</b>	<b>7 4%</b>	<b>89 51%</b>	
<b>SUBURBAN HOTEL OR MOTEL</b>						
1	1 11%	1 11%	0 0%	0 0%	2 22%	
2	1 3%	0 0%	0 0%	0 0%	1 3%	
3	2 6%	0 0%	0 0%	0 0%	2 6%	
4	3 3%	0 0%	1 1%	1 1%	5 5%	
5	0 0%	0 0%	0 0%	0 0%	0 0%	
<b>TOTAL</b>	<b>7 4%</b>	<b>0 0%</b>	<b>0 0%</b>	<b>0 0%</b>	<b>10 6%</b>	

HOME OF FRIEND OR RELATIVE

1	1	11%	2	22%	0	0%	2	22%	5	56%
2	7	21%	2	6%	0	0%	1	3%	10	29%
3	7	19%	5	14%	2	6%	3	8%	17	47%
4	20	22%	11	12%	6	6%	2	2%	39	42%
5	0	0%	0	0%	0	0%	0	0%	0	0%
TOTAL	35	20%	20	11%	8	5%	8	5%	71	41%

ELSEWHERE

1	0	0%	0	0%	0	0%	0	0%	0	0%
2	0	0%	0	0%	0	0%	1	3%	1	3%
3	3	8%	0	0%	0	0%	0	0%	3	8%
4	0	0%	0	0%	0	0%	0	0%	0	0%
5	0	0%	0	0%	0	0%	0	0%	0	0%
TOTAL	3	2%	0	0%	0	0%	1	1%	4	2%

(302 or 63 per cent of those in Atlanta primarily to see a game did not stay overnight.)

17. Average number of persons in parties interviewed

	Local fans	Out-of-town fans here to see game	Out-of-town fans here to see game and staying overnight	Out-of-town fans here for other reasons	Organized Friends Family Group
	3.50	3.43	27.63		
	6.88	3.93	33.39		
	5.50	3.96	32.25		
	4.75	3.98	56.50		

(Of those who came to see a game and stayed overnight, 7% were by themselves.)

18. Overnight stays in connection with a game:

37% of the people here to see a game stayed overnight. The average length of time stayed was 2 nights. This accounted for a party of average size = 5.

19. Food and entertainment expenditures of local fans:

30% of the local fans spent money on

the way to or from the game on food and entertainment. The average amount spent was \$5.25. 15% of these people were by themselves and spent an average of \$3.63. 47% of these people were with family and spent an average of \$5.41. This accounted for a party of average size = 3. 37% of these people were with friends or a group and spent an average of \$5.73. This accounted for a party of average size = 2.

20. Food and entertainment expenditures of out-of-town fans:

37% of the out-of-town fans here to see a game spent money on other entertainment in the Atlanta area. The average amount spent was \$34.32. 3% of these people were by themselves and spent an average of \$13.75. 55% of these people were with family and spent an average of \$35.97. This accounted for a party of average size = 4. 41% of these people were with friends or a group and spent an average of \$33.84. This accounted for a party of average size = 2.

21. Standard error of the mean for selected questions:

GENERAL QUESTION	Mean or Proportion	Standard Error of the mean
3. Starting time okay .....	.91	.007
6. Distance traveled, local fan .....	8.37	.191
8. Number of games, local fan .....	23.87	.682
9. Distance, out-of-town fan .....	161.00	5.620
12. Stopped for gas and oil .....	.53	.021
gas and oil expenditure .....	7.22	.276
13. Number of games this trip .....	1.63	.074
14. Number of games for season, out-of-town fan .....	7.92	.411
15. Local residence .....	.59	.013
17. Number in party .....	4.77	.245
18. Stayed overnight [all fans] .....	.47	.021
number of nights .....	2.97	.258
19. Stopped for entertainment, local fan .....	.30	.016
entertainment expenditure, local fan .....	5.25	.312
20. Stopped for entertainment, out-of-town fan .....	.36	.020
entertainment expenditure, out-of-town fan .....	34.32	3.367

### C. Interview Schedule and Attendance Summaries

1. *Interview schedule*

Date	Day	Opposing team	Attendance
May 22	Sunday	Chicago	24,302
May 31	Tuesday	Los Angeles	27,310
June 4	Saturday evening	St. Louis	11,298
June 15	Wednesday	New York	14,842
June 16	Thursday	New York	15,514
June 19	Sunday	Pittsburgh	17,758
June 26	Sunday	Los Angeles	51,632
June 27	Monday	Chicago	10,517
July 15	Friday	Houston	(Rain) <sup>1</sup>
July 16	Saturday afternoon	Houston	14,208
July 17	Sunday	Cincinnati	37,782
July 26	Tuesday	St. Louis	18,101
July 29	Friday	San Francisco	31,716
July 30	Saturday afternoon	San Francisco	30,365
Aug. 10	Wednesday	Los Angeles	28,824
Aug. 12	Friday	Philadelphia	(Rain) <sup>2</sup>

1. Game played September 2. Attendance: 9,145.

2. Game played August 13. Attendance: 27,770.

2. Average game attendance, by month

Month	Average att.
April .....	25,464
May .....	17,077
June .....	21,204
July .....	25,167
August .....	23,503
September .....	16,242

3. Attendance at Braves games, by opposing team

Opp. team	Attendance	
	In	On road
Chicago (10th)....	99,162	57,739
Cincinnati (7th) ..	110,999	58,769
Houston (8th) ....	120,181	209,818
Los Angeles (1st) ..	332,483	263,225
New York (9th) ...	160,897	211,705
Philadelphia (4th) .	118,917	119,908
Pittsburgh (3rd) ...	200,081	107,679
St. Louis (6th) ...	124,606	197,034
San Francisco (2nd)	272,475	172,491
Total .....	1,539,801	1,398,368

4. Attendance at home games for National League teams, 1966

City	Att.	Met. Area pop., 1960
Los Angeles ..	2,617,029	6,038,771
New York ..	1,932,693	10,694,633
Houston .....	1,872,108	1,243,158
St. Louis ....	1,712,980	2,104,669
San Francisco	1,657,192	2,648,762
Atlanta .....	1,539,801	1,017,188
Pittsburgh ...	1,196,618	2,405,435
Philadelphia ..	1,108,201	4,342,897
Cincinnati ...	742,958	1,268,479
Chicago .....	635,891	6,220,913

5. Miscellaneous

Season ticket sales: 3,000  
 Children's tickets: 41,716  
 Passes (press, clergy, teachers, police, and other special nights): 105,665

D. Estimation of Number of Different Persons Attending Games and Average Number of Games Seen

To begin, several summary figures are computed based on survey results:

Total number of Atlantans at games = .588 (1,539,801) = 905,403

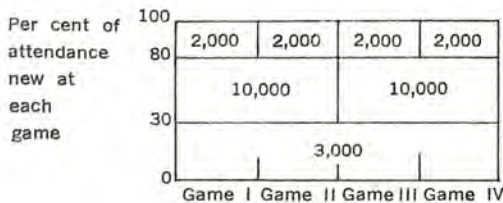
Total out-of-town fans at games = .412 (1,539,801) = 634,398

Out-of-town fans in Atlanta to see game = .78 (634,398) = 494,830

Average attendance by Atlantans = 905,403/78 = 11,608

Average attendance by out-of-town fans = 634,398/78 = 8,133

Calculation of the number of different persons seeing a game over the season is best explained with an example. Suppose a team plays before 10,000 fans at each of 4 games and 30 per cent of those attending see all 4 games, 50 per cent see 2 games, and 20 per cent see just 1 game. Then 3,000 hardcore fans will see each game, 10,000 different fans will see 2 games, and 8,000 will see only 1 game, for a total of 21,000 different fans. A pictorial representation is as follows:



Thus, the number of different fans attending games can be computed as average attendance times the sum of the per cent of attendance in each category multiplied by the number of games at which the category was new.

Using this method, proportions from section A, and midpoints for each of the attendance categories, the number of different Atlantans and out-of-town fans attending games can be estimated:

*Number of different Atlantans attending a game* = 107,561 [ = 11,608 [.04(78) + .10(19.5) + .19(9.75) + .15(6) + .22(3.9) + .14(2.36) + .16(1.60)] ]

*Number of different out-of-town fans attending a game* = 174,143 [ = 8.133 [.11(78) + .10(39) + .09(26) + .37(13) + .22(6.5) + .07(3.9) + .03(2.1) + .01(1.6)] ]

*Number of different Georgia (other than Atlanta) fans* = 74,881  
[ = .43(174,143) ]

We should note that these estimates are based upon the plans of fans. If the fans were optimistic in their responses to our questions, then the numbers of different persons attending games should be greater than our estimates.

The number of games seen by the typical out-of-town fan is approximated by the weighted average of their expectations as 8.3 games [ = .11(1) + .09(3) + .37(6) + .22(11) + .07(20) + .03(38) + .01(50) ].

The number of games seen by the typical Atlanta fan is estimated in section B.

## E. Confidence Limits of Sample

The confidence intervals for statistics in this study are based on standard statistical procedures. We assume that the amount of bias in the sample is so small as to have a negligible effect on the precision of the sample and that the sampled population is distributed about its arithmetic mean in an approximately normal manner. The assumption of normality is safe where proportions are involved, since the binomial distribution approaches a normal form as sample size increases. For items such as distance traveled or entertainment expenditures, the distributions may be skewed, but this deviation from normality should not seriously affect our results.

In the case of proportions, the standard error of the proportion is computed as  $s_p = \sqrt{\frac{pq}{N}}$ , where  $p$  is the proportion of items in the sample possessing the characteristic in question,  $q$  is the proportion not possessing the characteristic, and  $N$  is the number of items in the sample.

In the case of variables which may

take on several values, the standard error of the sample mean is computed as  $s_x = \sqrt{\frac{V}{N}}$ , where  $V$  is the sample variance. For continuous variables,  $V = (\sum x^2 - N\bar{x}^2)/(N - 1)$ ; for grouped data,  $V = [\sum (x^2f) - N\bar{x}^2]/(N - 1)$ , where  $x$  is the class midpoint,  $f$  is the number of observations in each class, and  $\bar{x}$  is a simple weighted mean. When a class interval is not closed, we have arbitrarily assigned a midpoint. Thus, we have assumed that expenditures for gas and oil in excess of \$15 average \$17.50, that entertainment expenditures by local fans in excess of \$20 average \$35, and that entertainment expenditures by out-of-town fans in excess of \$50 average \$60. For distances traveled by out-of-town fans in excess of 300 miles, the actual mean for the category is used.

The confidence limits for a confidence coefficient of 95 per cent are the sample mean plus or minus 1.96 times the standard error of the sample mean. These limits are reported in Table 1 of the text and are interpreted

to mean that, for a large number of samples, the chances are that the true mean will be within the stated interval 95 per cent of the time. For example, the survey indicates that 59 per cent of the fans are Atlantans, but if a large number of similar samples had been taken, we would expect their conclusions to range between 56 and 62

per cent for 95 per cent of the samples.

*References:*

Ferber, Robert. *Statistical Techniques in Market Research*. New York: McGraw-Hill Book Co., 1949, chapter 6.

Tintner, Gerhard. *Mathematics and Statistics for Economists*. New York: Holt, Rinehart and Winston, Inc., 1953, pp. 245-51.

## F. Expenditures of Local Fans

### 1. Estimate of ticket purchases<sup>3</sup>

In the following, the first figure is the per cent of those in a section who were Atlantans, the second is the per cent of total attendance sitting in the

section, the third is total attendance (excluding children's admissions, which are listed separately), and the fourth is the price of a seat in the section.

Field level:	52 x	34.3 x	1,539,801 x	\$3.50 =	\$ 961,236
Loge level:	50 x	2.4 x	1,539,801 x	\$3.50 =	64,672
Upper level:	60 x	36.2 x	1,539,801 x	\$2.00 =	668,455
Pavilion:	68 x	7.1 x	1,539,801 x	\$2.00 =	148,683
General admission:	69 x	21.0 x	1,539,801 x	\$1.00 =	223,117
Children:	39 x	100. x	41,716 x	\$0.50 =	12,360
Total expenditure by local fans on tickets =					\$2,078,523

### 2. Food and entertainment

271,621, or 30 per cent of local attendance, spent money on food and entertainment while traveling to or from

a game. Using this and the proportions reported in the text, the following calculations show expenditures on food and entertainment by local fans:

Individuals:	.045 x	271,621 x	\$3.63 =	\$ 44,369
Families:	.141 x	271,621 x	\$5.41 / 3 =	68,937
Friends:	.114 x	271,621 x	\$5.73 / 2 =	89,024
Total food and entertainment expenditure by local fans				\$202,330

### 3. Concessions

The estimate of \$1.00 per person in concession expenditures used in the text was provided by Mr. Ray Carr of Automatic Retailers of America.

### 4. Gasoline, parking and other transportation

According to the survey, 89 per cent of local fans either drove to the Stadium or parked downtown and arrived at the game by foot, bus or taxi. Further, local fans lived an average of 8.37 miles from the Stadium and the average number of people per car was 3. This resulted in 2,248,206 driven

3. We asked the Atlanta Braves staff to provide only summary expenditure figures for our use and avoided requests for revenue figures which might be of confidential nature.



miles [.89 x (905,403 local attendance / 3 fans per car) x 8.37 miles per car] in direct connection with the Braves.

Mr. John E. Hodges, Director, Department of Statistics, American Petroleum Institute, provided the following statistics:<sup>4</sup>

Average gasoline consumption (1964): 14.34 miles per gallon

Premium-grade sales in Atlanta as proportion of total sales: .54

Gasoline prices in Atlanta area (1965): premium, \$0.379 per gallon; regular, \$0.339, and sub-regular, \$0.319.

On the basis of averages provided by the regional offices of several oil companies, we have assumed that 30 per cent of local sales were of regular grade and 16 per cent of sub-regular grade. Gasoline expenditures for local fans are computed as follows:

Premium grade:	.54 x \$0.379 x 2,248,806 / 14.34 =	\$32,095
Regular grade:	.30 x \$0.339 x 2,248,806 / 14.34 =	15,949
Sub-regular:	.16 x \$0.319 x 2,248,806 / 14.34 =	8,004
Total gasoline expenditure by local fans		\$56,048

With the average taxi fare in Atlanta set at \$0.50 for the first  $\frac{3}{4}$  mile and \$0.10 for each additional  $\frac{1}{4}$  mile, and with the average local fan living 8 miles from the Stadium, we have estimated his round trip taxi fare at \$6.80. If 2 per cent of local fans were transported by taxi in parties of average size of 3.5, taxi expenditures in connection with games should equal \$35,325 [= .02 x 905,403 x \$6.80 / 3.5].

12 per cent of local fans used a bus at some point in their journey to the

Stadium. With one-way fare at \$0.25, expenditures by local fans for bus transportation should amount to \$54,335 [= .12 x 905,403 x \$0.50].

89 per cent of fans had to pay for parking facilities either downtown or at the Stadium. Assuming a uniform rate of \$0.50 per car with an average of 3.5 fans per car, parking fees should total \$115,239 [= .89 x 905,403 x \$0.50 / 3.5].

4. In a personal letter dated August 12, 1966.

## G. Expenditures of Out-of-Town Fans

### 1. Estimate of ticket purchases

As in section F.1, ticket purchases of out-of-town fans can be estimated as follows:

Field level:	.48 x .345 x 1,539,801 x \$3.50 =	\$ 887,295
Loge level:	.50 x .024 x 1,539,801 x \$3.50 =	64,672
Upper level:	.40 x .362 x 1,539,801 x \$2.00 =	445,949
Pavilion:	.32 x .071 x 1,539,801 x \$2.00 =	69,969
General admission:	.31 x .21 x 1,539,801 x \$1.00 =	100,241
Children:	.41 x 1.00 x 1,539,801 x \$0.50 =	8,551
Total expenditure by out-of-town fans for tickets		= \$1,576,676

## 2. Food and entertainment

183,087, or 37 per cent of out-of-town attendance, spent money on food and entertainment. Proceeding as in section F.2, their expenditures are estimated as follows:

Individuals:	$.04 \times 183,087 \times \$13.75$	=	\$ 100,698
Families:	$.55 \times 183,087 \times \$35.97 / 4$	=	905,526
Friends:	$.41 \times 183,087 \times \$33.84 / 2$	=	<u>1,270,112</u>
Total food and entertainment expenditure by out-of-town fans			\$2,276,336

## 3. Concessions

(As in section F.3)

### 4. Lodging

Several assumptions are necessary to estimate lodging expenditures of out-of-town fans. Since the average size of parties staying overnight was 5, we assume that each party occupied two double rooms and one single. On the basis of several inquiries of hotels and motels which are members

of the Georgia Hotel-Motel Association, we assume that the average rate for a double room in the downtown area is \$13.00 and in a suburban area is \$11.00, and that the average rate for a single room is \$10.00 in the downtown area and \$8.50 in a suburban area. Thus for a party of five, the cost of lodging for two days (average length of stay) is \$72.00 in the downtown area and \$61.00 in a suburban area. Estimates of expenditures are as follows:

Downtown:	$.51 \times 183,087 \times \$72.00 / 5$	=	\$1,344,592
Suburban:	$.06 \times 183,087 \times \$61.00 / 5$	=	<u>134,020</u>
Total lodging expenditure			\$1,478,612

## 5. Gasoline, parking and other transportation

With 53 per cent of out-of-town attendance spending for gasoline a total of \$7.22 for a party of four, their total expenditure amounts to \$473,379 [  $= .53 \times 494,830 \times \$7.22 / 4$  ].

Using the same percentages as in the computation of the expenditures of local fans for bus and taxi service (separate percentages for out-of-town fans were not calculated), these expenditures for out-of-town fans are computed, along with parking costs, as follows:

Bus:	$.12 \times 634,398 \times \$0.50$	=	\$38,064
Taxi:	$.02 \times 634,398 \times \$2.80 / 4$	=	\$ 8,882
Parking:	$.89 \times 634,398 \times \$0.50 / 4.5$	=	\$62,735

(The average taxi fare from a downtown hotel or motel to the Stadium is assumed to be \$1.40 each way)

## H. Expenditures of Baseball Teams

### 1. The Atlanta Braves

According to a statement provided by the Atlanta Braves, their expenditures in Atlanta over the baseball season will exceed \$2,771,000. This total includes salaries and wages,

utilities, local sales taxes, public relations, supplies and equipment, Stadium Club, and Stadium rental. Since the details are not necessary for a study of this level, they were not requested.

### 2. Visiting teams

Estimates by members of the Braves staff indicate that visiting teams should spend the following in Atlanta:

Hotel (26 rooms/day at \$16/day for 75 days)	= \$ 31,200
Meals (40 men/day at \$12/day for 75 days)	= 36,000
Miscellaneous personal expenditures (40 men/day at \$10/day for 75 days)	= 30,000
Transportation for baggage, equipment and team (\$500/trip for 27 trips)	= 13,500
Miscellaneous entertainment expenditures (\$200/trip for 27 trips)	= 5,400
Tips for clubhouse personnel (\$400/trip for 27 trips)	= 10,800
Total expenditures in Atlanta by visiting teams	= \$126,900

### 3. Visiting scouts

Similar estimates for visiting scouts are as follows:

Hotel (5 rooms/day at \$14/day for 75 days)	= \$ 5,250
Meals and entertainment (5 scouts at \$20/day for 75 days)	= 7,500
Miscellaneous personal expenditures (5 scouts at \$10/day for 75 days)	= 3,750
Total expenditures in Atlanta by visiting scouts	= \$16,500

## I. Calculation of the Economic Base Multiplier

The method used to compute the economic base multiplier for this study roughly corresponds to the method described in G. E. Thompson, "An Investigation of the Local Employment Multiplier," *Review of Economics and Statistics*, vol. XLI (1959), pp. 61-7. The method is also outlined in the *Monthly Review*, Federal Reserve Bank of Kansas City, March, 1960, and may be called the "primary market area" method. We describe below the steps involved in constructing Table 15.

1. Employment in 1954 and 1964 in each industry for Atlanta, Georgia less Atlanta, and the continental United States less Atlanta is obtained from U.S. Department of Labor, Bureau of Labor Statistics, *Employment and Earnings Statistics for States and Areas, 1939-65*, BLS Bulletin No. 1370-3, and *Employment and Earnings Statistics for the United States, 1909-65*, BLS Bulletin No. 1312-3.

2. Location quotients for each of the industries are computed as follows:

$$\text{Location quotient} = \frac{\text{Industry employment as per cent of total in Atlanta}}{\text{Industry employment as per cent of total in primary market area candidate}}$$

The primary market area candidate is defined first for Georgia less Atlanta and then for the U.S. minus Atlanta.

3. Location quotients are compared. If the location quotient for either primary market area candidate is greater than one, the industry is considered to have some export employment and the area with the largest location quotient is designated the benchmark economy.

4. The specialization ratio for each export industry is then computed using the location quotient for the benchmark economy as:

Specialization ratio = 1 - 1/location quotient.

This ratio indicates the proportion of employment in the industry in Atlanta producing for export.

5. Employment in each export industry in Atlanta is multiplied by its specialization ratio and summed. The resulting figure is export employment in Atlanta.

As indicated in the text, this method yields an estimate of the economic base multiplier for Atlanta of 3.3. Other variations on this method show different results. One variation (used by Thompson) computes the location quotients with the benchmark economies including the subject areas (in this case, simply Georgia and the U.S.). This approach leads to a multiplier of 5.03 for Atlanta and means that 80 per cent of each dollar spent would remain in the area for recirculation. Another variation uses the United States as the benchmark economy in each case, and results in a multiplier of 4.2. In this case the propensity to spend locally would be 76 per cent.

But the primary market area approach, with a propensity to spend locally of less than 70 per cent, not

only appears to be the most appropriate of this techniques—it also yields a multiplier in keeping with estimates for other cities. Thus, quoting from various sources, Isard and Czamanski report the following multipliers as typical of economic base studies:<sup>5</sup>

City	Year	Multiplier
New York . . . . .	1944	3.2
Chicago . . . . .	1950	2.99
Detroit . . . . .	1950	3.16
Pittsburgh . . . . .	1950	3.55
New York . . . . .	1950	3.91
San Francisco . . . . .	1950	3.93
Cleveland . . . . .	1950	3.97
Boston . . . . .	1950	4.16
Los Angeles . . . . .	1950	4.18
Baltimore . . . . .	1950	4.35
St. Louis . . . . .	1950	4.89
Philadelphia . . . . .	1950	5.47
Wichita . . . . .	1952	2.60
Los Angeles . . . . .	1961	2.80
Wilmington . . . . .	1963	2.50

While the above multipliers are taken from a variety of sources and may be computed in completely different ways from ours, they still indicate reasonable limits for our conclusions.

For a discussion of the conceptual basis, application, limitations and criticisms of the economic base multipliers, the interested reader is referred to Charles M. Tiebout, *The Community Economic Base Study* (Washington: Committee for Economic Development, 1962) and Walter Isard, *Methods of Regional Analysis: an Introduction to Regional Science* (New York: John Wiley and Sons, Inc., 1960).

5. Walter Isard and Stanislaw Czamanski, "Techniques for Estimating Local and Regional Multiplier Effects of Changes in the Level of Major Governmental Programs," *Peace Research Society, Papers*, vol. III (1965), p. 22.

THE WESTMINSTER SCHOOLS  
ATLANTA, GEORGIA



OFFICE OF THE PRESIDENT

June 23, 1967

The Honorable Ivan Allen, Jr.  
Mayor of Atlanta,  
Atlanta, Georgia 30303

Dear Ivan:

Tonight the boys and girls of the dormitory go down to see the Braves play. I wish you could see how excited they are about it. If this enthusiasm lasts, I think every game this summer is going to see 60 or 70 of our boarding students returning.

You were most thoughtful to arrange for us to be able to give them this initiation to professional baseball. Knowing how very busy you are, I am deeply appreciative of your help.

Cordially,



William L. Pressly

WLP:k

90TH CONGRESS  
1ST SESSION

# H. R. 467

## IN THE HOUSE OF REPRESENTATIVES

JANUARY 10, 1967

Mr. DAVIS of Wisconsin introduced the following bill; which was referred to the Committee on the Judiciary

### A BILL

To amend the Act of July 2, 1890, to make the antitrust laws and the Federal Trade Commission Act applicable to the business of organized professional baseball.

1 *Be it enacted by the Senate and House of Representa-*  
2 *tives of the United States of America in Congress assembled,*

3 That the Act entitled "An Act to protect trade and commerce  
4 against unlawful restraints and monopolies", approved July 2,  
5 1890, as amended (26 Stat. 209; 15 U.S.C. 1-7), is  
6 amended by adding at the end thereof the following new  
7 section:

8 "SEC. 9. The words 'trade', 'commerce', and 'trade or  
9 commerce' as used in this Act, the Act entitled 'An Act to  
10 supplement existing laws against unlawful restraints and

1 monopolies, and for other purposes', approved October 15,  
 2 1914, and the Federal Trade Commission Act, shall include  
 3 the interstate business of professional baseball, and this Act,  
 4 the Act of October 15, 1914, and the Federal Trade Com-  
 5 mission Act shall be applicable according to their terms to  
 6 such business."

90<sup>TH</sup> CONGRESS  
 1<sup>ST</sup> SESSION  
**H. R. 467**

**A BILL**

To amend the Act of July 2, 1890, to make the  
 antitrust laws and the Federal Trade Com-  
 mission Act applicable to the business of  
 organized professional baseball.

By Mr. DAVIS of Wisconsin

JANUARY 10, 1967

Referred to the Committee on the Judiciary

**Congress of the United States**  
**House of Representatives**  
Washington, D.C.

January 24, 1967

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

Dear Mr. Mayor:

Apparently those people in Wisconsin never give up!

I am enclosing a copy of a bill introduced last week by Mr. Davis of Wisconsin which would place organized baseball under the Anti-Trust Act.


I have already written Bill Bartholamay about this and assured him of my opposition to a similar bill. I just wanted you to know about this bill and that I shall work to have it "laid to rest" in the Committee on the Judiciary.

With kindest regards, I am

FT/m

Sincerely yours,

cc: Mr. Furman Bishes  
Sports Editor  
Atlanta Journal  
Atlanta, Georgia

  
FLETCHER THOMPSON  
Member of Congress

Mr. Jesse Outlar  
Sports Editor  
Atlanta Constitution  
Atlanta, Georgia

Mr. Sid Scarborough  
Manager  
Atlanta Stadium  
Atlanta, Georgia





# Press Release

FOR IMMEDIATE RELEASE

October 19, 1967

## CHANGES SET IN FARM DEPARTMENT

### AND ON BRAVES COACHING STAFF

Vice President Paul Richards announced today a realignment of duties in the Braves organization.

Jim Fanning, who served as farm director in 1967, will join manager Luman Harris' coaching staff for the 1968 season. Eddie Robinson, formerly associated with the Kansas City Athletics, will become Braves Farm Director.

Joining Fanning on the coaching staff will be pitching coach Harry Dorish, Ken Silvestri, Bob Uecker and Jim Busby. Whitlow Wyatt, last year's pitching coach will become minor league pitching coach.

Fanning, 40, has served the Braves in numerous capacities since joining the organization in 1960. He has been a minor league manager and has served as assistant to the general manager before assuming duties as farm director.

Dorish, 45, managed the Braves' Jamestown team in the New York-Penn League during the past season. As a major league pitcher he performed for the Boston Red Sox, the St. Louis Browns, Chicago White Sox and Baltimore Orioles.

Busby, 38, comes to the Braves from the Houston Astros. As a player he performed for the Chicago White Sox, Washington Senators, Cleveland Indians, and Baltimore Orioles.

Silvestri, 51, who served as interim manager for the last three games of the 1967 season, will return to his bullpen duties. Uecker, 32, will have special assignments.

Robinson, 47, has served as administrative assistant and farm director for the Athletics, during which time the A's have built up a farm system recognized as one of the finest in baseball.



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

October 16, 1967

Dear Season Ticket Holder:

I want to thank you for the magnificent support you once again gave the Braves during the 1967 season.

We are now in the process of formulating our season ticket campaign and before beginning our sale to the general public, we want to offer you the opportunity to renew your tickets and to purchase season parking privileges for the 1968 season. Season parking permits will again be available only to Braves' season ticket holders. As a season ticket holder, you have an option on your seat locations for World Series and pre-season games played in Atlanta; Stadium Club membership at lower dues; Soccer season tickets at a reduced price, and charge account privileges for individual game tickets. Information regarding these will be sent to you shortly.

Many companies have asked us to make arrangements for early payment of season tickets for their budgetary purposes. Therefore, when your order is renewed we will forward a statement immediately and it can be paid at any time prior to the beginning of the season. However, I would like to point out that there is a possibility that the Federal Admissions Tax will be reinstated for the 1968 season and consequently we would be required to add this amount to our ticket prices. Any season tickets bought prior to that time will not be subject to this tax if it is reinstated.

Our public sale of season tickets will begin on November 1, 1967, so we would appreciate your advising us about reservations for your present tickets prior to that date.

We intend to field a hustling and aggressive team in 1968. We expect considerable help from our top minor league team in Richmond, who won the International League Pennant this year, and we have made some trades which should strengthen our position. It is my hope that the Braves can jump back into contention and we are doing all in our power to make this possible.

It has been a thrilling experience for our entire organization to have welcomed more than three million people to Braves games during our first two seasons in Atlanta. I hope that we can have the pleasure of including you among our season ticket holders again in 1968.

*Sincerely,*

William C. Bartholomay  
Chairman and President

6  
June 5, 1967

Mr. Russell C. Moore  
5670 Kendall Drive  
Nashville, Tennessee

Dear Mr. Moore:

Thank you for your letter of May 24th and I  
certainly appreciate your support of the Braves.

I must agree that with a little pitching we can  
certainly win the pennant. I hope you will have  
an opportunity to come to Atlanta often to see the  
Braves play.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

5670 Kendall Drive  
Nashville, Tennessee  
24 May 1967

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

Dear Mayor Allen:

I live in Nashville, Tennessee and I am an avid Braves fan. During the year of 1966 I was at Atlanta Stadium for seven ball games and this year I have viewed five games there and hope to be back soon.

I am enclosing an article from the Nashville Tennessean "Sports Scope" which I would appreciate very much you reviewing it, especially the two paragraphs I have circled in ink.

Mr. F. M. Williams I think is taking too much for granted when he says that the Braves cannot win the National League pennant. I think his conclusions are premature and unjustified. In my own personal opinion I think the Braves can win, and if they do I will be there watching them play.

I thought I would pass this along to you and thanking you for your time, I am,

Sincerely yours,

*Russell C. Moore*  
Russell C. Moore

*Dear Mr. Allen  
I hope you  
will like it*

May 10, 1967

Master Skipper Thompson  
350 N. W. 54th Street  
Fort Lauderdale, Florida

Dear Skipper:

We understand that you are quite a baseball fan but are presently laid up in the hospital.

All the Braves want to extend our very best wishes for a speedy recovery. You should be receiving a very special package in the very near future from us and we hope you will enjoy the contents.

Just as soon as you get well, we would like to invite you and your family to come up and see us play in Atlanta. Have your dad contact Mr. Jerry Sachs at the above telephone number and he will be delighted to leave tickets for you.

Stay in there pitching.


Cordially,

THE ATLANTA BRAVES

BCC: Mayor Ivan Allen, Jr. ✓  
Mrs. Donald B. Connell

COPY

May 4, 1967



Mrs. Donald B. Connell  
Route #1  
Williamson, Georgia

Dear Mrs. Connell:

I am so glad you wrote me about your nephew and I am very sorry he is so seriously ill. I am forwarding your letter to Mr. Jerry Sachs of the Atlanta Braves and wish to assure you that he will see that Skipper receives an autographed baseball.

Please let me know if your plans include a visit this summer for him to see the Braves play.

With best wishes, I am

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

CC: Mr. Jerry Sachs

6  
April 19, 1967

Mr. G. D. Houser  
Arthur Andersen & Co.  
34 Peachtree Street, N. W.  
Atlanta, Georgia 30303

Dear Mr. Houser:

I appreciate the Georgia Tech Economic Impact report about the Graves. I had seen this but appreciate having an additional copy.

With best wishes, I am

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

ARTHUR ANDERSEN & Co.  
34 PEACHTREE STREET, N.W.  
ATLANTA, GEORGIA 30303

April 17, 1967

Honorable Ivan Allen  
Mayor of the City of Atlanta  
City Hall  
Atlanta, Georgia

Dear Mayor Allen:

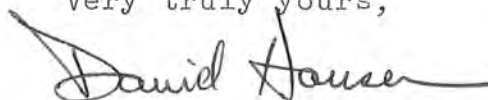
Several months ago I wrote you and told you of Georgia Tech's study of the economic impact of the Braves on the City of Atlanta. With usual academic speed, it has just now been published and I thought it might be helpful to your staff.

During the early months of this study we were concerned that while the Braves were having a significant impact on the business community, their contribution to city revenue was relatively insignificant. Perhaps the newly proposed Business License Tax will divert some of this money to the city.

I would like to take this opportunity to tell you how intensely proud I am to be an Atlantan; I never miss an opportunity to sing the praises of our city. If I can ever be of any assistance to you or your staff, I would be delighted to help sustain the progress which has characterized Atlanta during your administration.

With best wishes,

Very truly yours,



G. D. Houser

Enclosure





# BRAVES "400" CLUB

## OFFICERS

**PRESIDENT— STEVE SCHMIDT**  
P. O. Box 972 (30301)  
**BUSINESS HOME**  
522-8883 636-7777

**VICE-PRESIDENT—J. L. JERDEN**  
319 Ten Pryor St. Bldg. (30303)  
523-6504 237-2438

**VICE-PRESIDENT—BILL BASS**  
P. O. Drawer 1734 (30301)  
875-3411 938-6509

**TREASURER—ED HARRIS**  
523 Whitehall St., S.W. (30308)  
521-3366 344-5672

**SECRETARY—ELMER MORROW**  
2494 Woodridge Dr., Decatur (30033)  
443-9120 634-0703

## DIRECTORS

**CHARLIE BROWN**  
P. O. Box 30, Atlanta (30301)  
761-8821 753-8680

**ART COLLIER**  
1611 W. Peachtree St. (30308)  
872-1141 938-8241

**JOE GERSON**  
739 W. Peachtree St. (30308)  
875-7396 355-7127

**BILLY GIBSON**  
2000 Fulton Nat'l Bank Bldg. (30303)  
522-3865 237-3413

**EDDIE GLENNON**  
Atlanta Stadium (30312)  
525-7636 252-1824

**HUBERT JACKSON**  
Peachtree 7th Bldg. (30323)  
526-5293 794-6129

**McCREADY JOHNSTON**  
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522-4771 237-2445

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**ARCHIE YAWN**  
Southern Airways,  
Atlanta Airport (30320)  
766-5321 766-2829

April 11, 1967

Mayor Ivan Allen  
Atlanta City Hall  
Atlanta, Georgia

Dear Mayor Allen,

Please join us at our first 1967 Braves  
400 luncheon.

Enclosed find copy of Head Table Guests  
and program.

We would like to call on you for the first  
pitch. At that time you and all head table  
guests will be given a styrophome Ball and we  
will join you in throwing a ball into the  
audience.

*2-3 minute  
audience to  
Braves*

We are most pleased that you take such  
an active part in the Braves 400 Club affairs.

We look forward to seeing you Friday at  
the Marriott.

Sincerely,

Stephen J. Schmidt  
President

SJS/as



# BRAVES "400" CLUB

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2170 Piedmont Rd., N.E. (30324)  
875-4541 636-3479

### ARCHIE YAWN

Southern Airways,  
Atlanta Airport (30320)  
766-5321 766-2829

Luncheon Program \_ Friday April 14 - Mariott Motor Inn 12;15

"Meet the New Braves"

Head Table Guests

Mayor Ivan Allen  
Bill Bartholomay  
Billy Hitchcock  
Paul Richards  
Eddie Glennon  
Joe Torre  
Herman Franks !  
Horace Stoneham

Steve Schmidt  
Willie Mays  
Bill Bass  
J. L. Jerden  
Ed Harris  
Elmer Morrow  
Dean Collins  
Dixie Bottler  
Representative

Program

Silent Prayer for former members Jack Williams and Harvey Hester and other deceased members followed by invocation by Dean Collins.

First Pitch by Mayor Allen  
Introduce Head Table Guests  
Introduce Press Radio TV by Charlie Roberts  
Introduce Luncheon Sponsor and his guests  
Braves front office by Bill Bartholomay or Paul Richards  
Billy Hitchcock Introduce players, tell about new Braves  
Present Billy Hitchcock with Picture  
Glennon introduce Herman Franks  
Joe Torre presents trophy to Clay Carroll  
Introduce umpires  
J. L. Gerden membership chairman  
Conclude /--- See you at the Ball GAME

*Evans*

February 13, 1967

*6*

Mr. Bill Bartholomay  
Atlanta Braves  
Atlanta Stadium  
Atlanta, Georgia 30312

Dear Bill:

Thank you for the article by Al Kuettner which I had not seen.

I am certainly looking forward to seeing you in West Palm Beach during Spring Training.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

*article put in  
scrapbook  
2-13-67  
E.D.*



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

MEMO TO: Mayor Ivan Allen

February 8, 1967

FROM: Bill Bartholomay, Chairman & President

Thought this article in the December issue of PACE magazine published in Los Angeles, California might be of interest to you.

*Bill Bartholomay*



**PLAY BALL**—Atlanta's Mayor Ivan Allan tosses out first ball with assist from Governor Carl Sanders.

# Brave New World in Dixie

By **FURMAN BISHER**  
*Atlanta Journal*

**I**T wasn't a good year, really. The manager was fired. Some of the coaches got along like old hens clucking around the same rooster. The town hero, the player who stood as the symbol of the Braves, was traded like you trade a horse. As much ink was devoted to lawsuits and courtroom play, and to Grobschmidt and Roller, as to Alou and Aaron, Cloninger and Torre.

People complained about (a) parking, (b) price of hot dogs, (c) price of anything, (d) salt on the peanuts, (e) no salt on the peanuts, (f) no tickets at the reservation window, (g) wrong tickets at the reservation window, (h) why there weren't more seats when Sandy Koufax pitched, and (i) Bobby Bragan.

Several people in places of authority picked the Braves to win the pennant, or to be up there in September. They finished fifth. They had to come fast out of the shadows to do this.

For years, transient experts had been saying, "Atlanta is a major league city."

Now we knew that Atlanta officially was a major league city. We had all the aches and pains that other major league cities had. We fired managers. We had dissension in the clubhouse. We had fans who groused like hell. We were picked high and finished among the average. We had everything you want in the major leagues, from the saddle sores to the satin.

The reason we know it was for the good of all was that 1,540,000 came out to Atlanta Stadium to see what was going on. People who had never seen a baseball thrown caught the shuttle bus, or had brunch or dinner at the club and rode out on a charter.

Baseball became "society" again in Atlanta. To be seen in a box seat, or on the club level, or in the Stadium Club was the thing.

The night we knew it was "big" was the night that Sandy Koufax pitched against Denver Lemaster. That was the night that Billy Hitchcock succeeded Bobby Bragan as manager. At least 10,000 people were turned away, but that wasn't point of proof that this was "big."

In the middle of the game, rain came, and it rained for two hours. People standing around the outfield fence huddled there for an hour before surrendering their places and finding shelter. Over 40,000 of an original crowd of 54,000 wanted to see the finish, which finally came at 12:35 a.m., when Ed Mathews, the symbolic Brave, knocked a home run over the rightfield fence on a 3-2 count with two men out in the ninth inning.

No one event has had as much impact on the national image of Atlanta in 25 years as the building of the stadium and the arrival of the Braves. It brought business to the city and industry to the city and prestige to the city, and it was a thing of value to every facet of life in the city.

There was a time of political crisis last fall when we had no Governor. We could do without one far more easily than we could do without the Braves.

# TWA TWIN BILL



**DIRECT FLIGHTS TO BIG LEAGUE CITIES**



**WIDE-SCREEN MOVIES ON THE WAY\***

As a reporter, you do a lot of traveling during the season. That's why you'll appreciate TWA's one-airline service to most major league cities, and top training camps in Arizona, California, Florida. And if you're crossing the country non-stop, TWA's wide-screen movies make your trip seem even shorter. Call the nearest TWA office or your travel agent.

\*By Inflight Motion Pictures, Inc., on most coast-to-coast jets.

Nationwide  
Worldwide  
depend on



Greetings

From

FORT LAUDERDALE


Training Home of the  
New York Yankees

THE PLACE TO GO  
IN FLORIDA

LEONARD J. SIMON

OF

WESTON'S SHOPPERS CITY, INC.



January 30, 1967

Mr. Thomas A. Reynolds  
Winston, Strawn, Smith & Patterson  
1400 First National Bank Building  
Chicago, Illinois 60603

Dear Tom:

Thank you so much for your letter and the  
Supreme Court Decision.

Looking forward to Spring Training and hope  
to be able to accept your invitation to come  
to Palm Beach.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

# WINSTON, STRAWN, SMITH & PATTERSON

1400 FIRST NATIONAL BANK BUILDING

CHICAGO 60603

(312) FINANCIAL 6-3600

January 25, 1967

FREDERICK H. WINSTON (1853-1886)  
FREDERICK S. WINSTON (1878-1909)  
SILAS H. STRAWN (1891-1946)

CABLE ADDRESS  
WINSTON CHICAGO

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GRIER D. PATTERSON  
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GEORGE B. CHRISTENSEN  
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STANLEY A. WALTON III

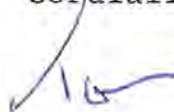
Dear Ivan,

I thought you would like a copy of the Order of the Supreme Court of the United States ending the Braves litigation. It has been a hard and expensive battle, but we can obtain some solace from the fact that we won!

The Alstons, Hodgsons, Alexanders, et al are all planning on spending a few days at Spring Training this year, and I sincerely hope that the Allens will find it convenient to do likewise. We would love to have you down at Palm Beach any time after February 24th and if you think you can make it, even on the shortest notice, please give me or Bill a telephone call and we'll meet you there.

With warmest personal regards.

Cordially,



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

*Dear Jane  
Humbre etc*



OFFICE OF THE CLERK  
SUPREME COURT OF THE UNITED STATES  
WASHINGTON, D. C., 20543

January 23, 1967

RE: WISCONSIN v. MILWAUKEE BRAVES, INC.,  
ET AL., No. 659, Oct. Term, 1966

Dear Sir:

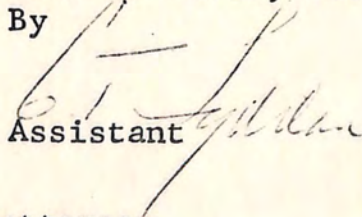
The Court today entered the following order  
in the above-entitled case:

The petition for a rehearing is denied.  
Mr. Justice Fortas took no part in the con-  
sideration or decision of this petition.

Very truly yours,

JOHN F. DAVIS, Clerk

By

  
Assistant

Earl A. Jinkinson, Esq.  
Winston, Strawn, Smith & Patterson  
38 South Dearborn St.  
Chicago, Ill.

AIRMAIL

January 26, 1967

Honorable Fletcher Thompson  
Congress of the United States  
House of Representatives  
Washington, D. C.

Dear Fletcher:

Thank you for your letter and the position you have  
taken regarding organized baseball under the Anti-  
Trust Act.

I am most grateful for your efforts in this matter.

Sincerely yours,

Ivan Allen, Jr.  
Mayor

IAJr/br

1967 ATLANTA BRAVES ROSTER

MANAGER	<u>B</u>	<u>T</u>	<u>HT.</u>	<u>WT.</u>	<u>BORN</u>	<u>BIRTHPLACE</u>	<u>RESIDENCE</u>	<u>1966 CLUB</u>
8 Hitchcock, Billy	R	R	6-2	190	July 31, 1916	Inverness, Ala.	Opelika, Ala.	Atlanta

COACHES

9 Adair, Bill	R	R	5-10	180	Oct. 10, 1917	Mobile, Ala.	Montgomery, Ala.	Richmond
4 Kennedy, Bob	R	R	6-2	193	Aug. 18, 1920	Chicago, Ill.	Mesa, Ariz.	Albuquerque
3 Silvestri, Ken	L-R	R	6-1	200	May 3, 1916	Chicago, Ill.	Chicago, Ill.	Atlanta
5 Wyatt, Whitlow	R	R	6-0	210	Sept. 27, 1907	Kensington, Ga.	Buchanan, Ga.	Atlanta

PITCHERS (17)	<u>B</u>	<u>T</u>	<u>HT.</u>	<u>WT.</u>	<u>BORN</u>	<u>BIRTHPLACE</u>	<u>RESIDENCE</u>	<u>1966 CLUB</u>	<u>IP</u>	<u>W</u>	<u>L</u>	<u>BB</u>	<u>SO</u>	<u>ERA</u>
36 Blasingame, Wade	L	L	6-1	185	Nov. 22, 1943	Deming, N. M.	Fresno, Calif.	Atlanta	67.2	3	7	25	34	5.29
								Richmond	2	0	0	1	2	4.50
39 Britton, Jim	R	R	6-4	215	Mar. 25, 1944	Tonawanda, N. Y.	Tonawanda, N.Y.	Richmond	90	3	5	53	87	3.80
42 Bruce, Bob	R	R	6-3	208	May 16, 1933	Detroit, Mich.	Livonia, Mich.	Houston	130	3	13	29	71	5.33
20 Carroll, Clay	R	R	6-1	190	May 2, 1941	Clanton, Ala.	Atlanta, Ga.	Atlanta	144.1	8	7	29	67	2.38
40 Cloninger, Tony	R	R	6-0	200	Aug. 13, 1940	Lincoln, N.C.	Iron Station, N.C.	Atlanta	257.2	14	11	116	178	4.12
33 Jarvis, Pat	R	R	5-10	180	Mar. 18, 1941	Carlyle, Ill.	Atlanta, Ga.	Atlanta	62.1	6	2	12	41	2.32
								Richmond	102	6	5	40	94	3.88
47 Hernandez, Ramon	R	L-L	5-11	165	Aug. 31, 1940	Carolina, P.R.	Carolina, P.R.	El Paso	121	9	7	35	94	2.16
								Seattle	12	0	2	3	8	5.25
30 Johnson, Ken	R	R	6-4	222	June 16, 1933	W. Palm Beach, Fla.	W. Palm Beach, Fla.	Atlanta	215.2	14	8	46	105	3.29
22 Kelley, Dick	R	L	6-0	175	Jan. 8, 1940	Boston, Mass.	Brighton, Mass.	Atlanta	81	7	5	21	50	3.33
								Richmond	143	9	7	47	123	2.08
23 Lemaster, Denver	R	L	6-1	185	Feb. 25, 1939	Carona, Calif.	Oxnard, Calif.	Atlanta	171	11	8	41	139	3.74
35 Niekro, Phil	R	R	6-1	180	Apr. 1, 1939	Blaine, Ohio	Lansing, Ohio	Atlanta	50.1	4	3	23	17	4.14
								Richmond	54	3	4	16	36	3.67
38 Reed, Ron	R	R	6-6	216	Nov. 2, 1942	LaPorte, Ind.	LaPorte, Ind.	Atlanta	8.1	1	1	4	6	2.25
								Kinston	51	5	2	12	39	1.76
								Austin	30	3	1	7	22	1.20
								Richmond	87	5	2	26	68	3.52
26 Ritchie, Jay	R	R	6-4	190	Nov. 30, 1936	Salisbury, N.C.	Salisbury, N.C.	Atlanta	35.1	0	1	12	33	4.11
								Richmond	73	4	1	23	62	1.73
37 Schwall, Don	R	R	6-6	200	Mar. 2, 1938	Wilkes-Barre, Pa.	Pittsburgh, Pa.	Atlanta	45.1	3	3	19	27	3.31
								Pittsburgh	41.2	3	2	19	24	2.18
34 Upshaw, Cecil	R	R	6-6	185	Oct. 22, 1942	Shreveport, La.	Bossier City, La.	Atlanta	3	0	0	3	2	0.00
								Richmond	94	5	5	30	53	2.87
								Austin	65	4	5	14	55	2.77
25 Vaughan, Charles	R	L	6-1	175	Oct. 6, 1947	Mercedes, Texas	Brownsville, Tex.	Atlanta	7	1	0	3	6	2.57
								Austin	83.1	2	7	39	71	2.92
49 Williams, Earl	R	R	6-5	195	July 14, 1948	Newark, N.J.	Montclair, N.J.	Sarasota	61	1	0	22	32	3.10

CATCHERS (2)		B	T	HT.	WT.	BORN	BIRTHPLACE	RESIDENCE	1966 CLUB	AB	H	HR	RBI	AVG.
12	Oliver, Gene	R	R	6-2	215	Mar. 22, 1935	Moline, Ill.	Rock Island, Ill.	Atlanta	191	37	8	24	.194
15	Torre, Joe	R	R	6-1	205	July 18, 1940	Brooklyn, N. Y.	Brooklyn, N. Y.	Atlanta	546	172	36	101	.315

#### INFIELDERS (13)

16	Alomar, Santos	R	R	5-9	150	Oct. 19, 1943	Salinas, P. R.	Salinas, P. R.	Atlanta	44	4	0	2	.091
									Richmond	395	96	5	26	.243
29	Alou, Felipe	R	R	6-1	195	May 12, 1935	Ciudad, Trujillo	Santo Domingo, P. R.	Atlanta	666	218	31	74	.327
28	Beauchamp, Jim	R	R	6-2	205	Aug. 21, 1939	Vinita, Okla.	Grove, Okla.	Richmond	414	132	25	77	.319
6	Boyer, Clete	R	R	6-0	183	Feb. 8, 1937	Cossville, Mo.	Tulsa, Okla.	New York (A)	500	120	14	57	.240
50	Cambero, Al	R	R	5-10	165	Aug. 22, 1944	Barquisimeto, Venez.	Barquisimeto, Venez.	Kinston	554	170	0	29	.307
51	Connolly, Bob	R	R	6-0	185	Jan. 1, 1945	Oakland, Calif.	Oakland, Calif.	Austin	365	96	7	44	.263
7	de la Hoz, Mike	R	R	5-11	175	Oct. 2, 1939	Havana, Cuba	Atlanta, Ga.	Atlanta	110	24	2	7	.218
46	Martinez, Orlando	R	L-R	6-1	175	Aug. 23, 1941	Havana, Cuba	Kansas City, Mo.	Denver	307	96	0	32	.313
19	Menke, Denis	R	R	6-0	182	July 21, 1940	Bancroft, Iowa	Atlanta, Ga.	Atlanta	454	114	15	60	.251
11	Millan, Felix	R	R	6-1	172	Aug. 21, 1943	Yabucoa, P. R.	Rio Piedras, P. R.	Atlanta	91	25	0	5	.275
									Richmond	170	52	6	29	.306
18	Pacheco, Ed	R	R	5-11	155	Dec. 24, 1944	Ponce, Puerto Rico	Ponce, Puerto Rico	Amarillo	460	122	2	42	.265
45	Southworth, Bill	R	R	6-2	205	Nov. 10, 1945	Madison, Wis.	Webster Grove, Mo.	Richmond	243	50	12	37	.206
									Austin	104	26	0	8	.250
14	Woodward, Woody	R	R	6-2	185	Sept. 23, 1942	Miami, Fla.	Coral Gables, Fla.	Atlanta	455	120	0	43	.264

#### OUTFIELDERS (8)

44	Aaron, Henry	R	R	6-0	180	Feb. 5, 1934	Mobile, Ala.	Mequon, Wis.	Atlanta	603	168	44	127	.279
52	Bashore, Ted	L	L	5-11	185	Jan. 31, 1946	Los Angeles, Calif.	Los Angeles, Calif.	Kinston	405	100	11	53	.247
43	Carty, Rico	R	R	6-2	190	Sept. 1, 1939	San Pedro De Marcosi, Puerto Rico	San Pedro De Marcosi, P. R.	Atlanta	521	170	15	76	.326
27	Cline, Ty	L	L	6-0	168	June 15, 1939	Hampton, S. C.	Charleston, S. C.	Atlanta	71	18	0	6	.273
									Richmond	214	58	2	22	.271
53	Gaston, Clarence	R	R	6-4	195	Mar. 17, 1944	San Antonio, Texas	San Antonio, Texas	Batavia	433	143	28	104	.330
									Austin	10	3	0	4	.300
31	Geiger, Gary	L	R	6-0	170	Apr. 4, 1937	Sand Ridge, Ill.	Murphysboro, Ill.	Atlanta	126	33	4	10	.262
48	Jones, Mack	L	R	6-1	180	Nov. 6, 1938	Atlanta, Ga.	Atlanta, Ga.	Atlanta	417	110	23	66	.264
17	Lum, Mike	L	L	5-11	180	Oct. 27, 1945	Honolulu, Hawaii	Honolulu, Hawaii	Austin	541	144	6	48	.266

Trainer - Harvy Stone  
 Equipment Manager - Dave Pursley  
 Team Physician - Dr. Charles Harrison  
 Groundskeeper - Wally Higgins

**Congress of the United States**  
**House of Representatives**  
**Washington, D.C.**

*lg*

January 10, 1967

Mr. William Bartholomay  
Atlanta Braves  
Commerce Building  
Atlanta, Georgia

Dear Bill:

I noticed the enclosed article from the Washington Post and rather than have you write me concerning it, I thought I would write you and let you know that I am completely opposed to this piece of legislation.

With my very best regards

Sincerely yours,

FLETCHER THOMPSON  
Member of Congress

FT/lg

cc: Mr. Sid Scarborough  
Manager, Atlanta Stadium

Ivan Allen, Jr.  
Mayor, City of Atlanta

### Zablocki Plans Legislation

# House Bill Would Strip Baseball of Exemption

Associated Press

Rep. Clement J. Zablocki (D-Wis.) said last night he will introduce legislation to strip organized professional baseball of its present exemption from the Nation's antitrust laws.

Zablocki and other members of Congress from Wisconsin were strongly opposed to the move of the Milwaukee Braves to Atlanta, which came in spite of efforts by the state of Wisconsin to prevent the transfer.

"Now that the Supreme Court has refused to review the adverse decision in the Braves case," Zablocki said in a statement, "new legislation appears to be almost the only hope of breaking the arbitrary power of baseball owners and restoring the game to the fans."

Similar legislation was introduced by Zablocki at the beginning of the 89th Congress. The bill was sent to the House Judiciary Committee, which took no action.

Stating he is hopeful of action on his proposal in the 90th Congress, Zablocki said he believes there is growing pub-

lic and Congressional opinion that baseball's "high-handed flaunting of the public interest must be stopped."

Passage of his bill, Zablocki said, would not mean return of the Braves to Milwaukee. However, he said he believes it would expedite the formation of a new major league or rapid expansion of the present leagues.

If baseball is stripped of its present exemption from antitrust laws, he said, it is probable that features of the present system, such as territorial agreements and the reserve clause binding a player to one team until he is sold or released, would be struck down