

# *Business History Review*

W I N T E R 1 9 9 5



*Front Cover: Milwaukee  
County Executive John L. Doyne  
delivers the first pitch on Opening  
Day for the brand-new Milwaukee Brewers  
at Milwaukee County Stadium, April 7, 1970.*

*The real sport behind today's baseball business is the competition among city boosters throwing tax dollars at major-league teams for the privilege of hosting them. Milwaukee pioneered the strategy of building a publicly financed stadium to attract the Boston Braves in 1953, but Atlanta successfully pursued the same strategy to lure that team away in 1965. The Braves' departure from Milwaukee marked the first time a city lost its major-league status. (Photograph courtesy of State Historical Society of Wisconsin.)*

*Back Cover: Atlanta Chamber of  
Commerce flyer recruiting local businessmen to  
send telegrams urging the Milwaukee Braves to  
relocate in Atlanta for the 1965 season.*

*Vigorous boosterism by Atlanta's public officials  
and private businessmen was instrumental in luring  
Atlanta's first major-league professional sports  
franchise, though the city had to wait until 1966.  
Flyer enclosed in anonymous letter to Henry W.  
Maier, Mayor of Milwaukee, October 17, 1964.  
(Courtesy of Milwaukee Urban Archives, Univer-  
sity of Wisconsin, Milwaukee.)*

*For an article examining how Milwaukee lost the  
Braves franchise, see p. 530-566.*

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# *Business History Review*

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