

Views of Sport

By
RED SMITH

NEW YORK—All over the West and Midwest, people were rooting for the Braves. While the pork-barre politics of democracy were squinting beside the Chicago stockyards and the brave bulls of Republicanism were bawling in a San Francisco cow barn, guys kept getting off in corners and talking about the National League race.

They were pulling for Milwaukee, they said, not because they disliked Brooklyn or Cincinnati, but because "the fans up there deserve a pennant." It sounded like the other side. A record played in 1944. Then the Browns and Tigers were locked in a struggle for the American League championship, and most players on the other clubs were rooting for the Tigers. It wasn't, they said then, that they loved Detroit the more, but rather that the fans in St. Louis didn't "support their team" and, consequently, didn't "deserve a pennant."

This is curious reasoning. Baseball is a business and fans are customers. In any properly run business, every customer deserves the highest quality of merchandise and the most courteous service that his money can buy. Nobody suggests that Macy's customers are a more deserving lot than Gimbel's or vice versa.

Only in sports does the merchant have the effrontery to make demands on the customer, to whimper for public "loyalty" and "support" without regard to the quality of goods he is selling. A storekeeper who keeps a bad store deserves to go broke. Only the sports promoter dares to put shoddy on his shelves and tell the public, "I know this is junk, but be patient; stick with me now, and when I've collected enough of your money I'll stock better stuff, maybe."

Milwaukee does the liveliest business in baseball because Lou Perini's store is located on the best corner and he carries a quality line. To be sure, his brand hasn't been proved the one best up to now but he has given reasonable satisfaction.

That doesn't make Milwaukee fans more deserving than the fans in Cincinnati or those in Brooklyn. They all pay top prices and are equally entitled to get their money's worth. The rest, as Emerson pointed out, is up to the mouse-trap manufacturer.

A lot of guys around the country who are rooting for the Braves or Reds candidly admit that they aren't Milwaukee or Cincinnati fans as such. They're just fed up to here with World Series between the Dodgers and Yankees and they're pulling for the have-nots.

From here it looks like a long,

tough pull. Chances are it looks that way, also, to Fred Haney in Milwaukee and Birdie Tebbets in Cincinnati and Walter Alston in Brooklyn. They're all realists who appreciate that in a race like this the decision may hinge on one momentary fumble or one bleeding base hit.

Had the Braves been able to make a three-run lead stand up Monday afternoon, they would have pulled away from the field, four and a half in front of the Reds. By winning their last game in County Stadium, the Dodgers cut Milwaukee's advantage to two games in the over-all standings only one in the "games lost" column.

Cincinnati, technically only four games from the top, has been beaten five times oftener than Milwaukee. Those five games are gone, and the Reds can't win 'em. From here out the Braves must lose five more than the Reds, the Dodgers four more, for Cincinnati to have a chance.

It is customary at this season to analyze the schedule and announce that this team or that one has the smoothest path ahead. By such calculations, the Dodgers have an apparent advantage over Milwaukee, for they have only six games left with teams in the first division and 25 with the poor relations. Most of them will be played in Ebbets Field.

Fifteen of Milwaukee's games match the Braves with Brooklyn, Cincinnati or St. Louis; they get only 16 shots at Chicago, New York, Pittsburgh and Philadelphia. They'll be trailing most of the time.

In the last month of the season, however, competition tends to level off. Late in the Giants and Phillies have shown symptoms of life. Clubs in the second division, having little at stake and feeling no strain, swing merrily from the heels and lash out in all directions, often belaboring their betters just for the hell of it. The Dodgers have no assurance whatever that they'll get kinder treatment from the Phils and Giants than Cincinnati and St. Louis give the Braves.

Moreover, geography seems less important to the Braves than to other teams. They're hardly more effective at home than on the road, probably because of the architecture of County Stadium. Where home runs don't come easily and you often need three singles to score, the home team loses much of the advantage intrinsic in having the last turn at bat.

Last season the Dodgers romped in with a winning percentage of .727 at home, .553 on the road. The Reds played 597 ball in Cincinnati and only 377 away. The Braves' figures were .597 at home and .506 abroad.

What does this prove? You figure it out. That electronic brain that picked Detroit for the American League pennant last spring, it was loaded with figures too.

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Ravalli Association Leads in Dairy Output

BOZEMAN—With an average of 34.6 pounds butterfat per cow, the Ravalli County Dairy Herd Improvement Assn. topped all associations in the state on the regular monthly testing plan for production during July, according to Arthur O. Jacobs, extension dairy specialist at Montana State College.

In second place for the month was the Gallatin Assn. with an average of 33.3 pounds butterfat per cow and ranking third was the Gallatin 2 Assn. with an average of 32 pounds.

In the owner-sampler testing group the same counties placed in the same order and their respective averages were 35.8, 33.4, and 32.6.

Over eight million persons were in the national farm labor force in 1955. Some 23.2 per cent of this figure were hired workers.

Grass Roots Beginning



Democratic presidential nominee Adlai Stevenson and his running mate, Sen. Estes Kefauver, are greeted on arrival in Santa Fe, N.M., for a grass roots meeting with leaders of eight Western states. Left to right, Gov. John Simms of New Mexico, Kefauver, House Speaker Sam Rayburn, Gov. Raymond Gary of Oklahoma, an unidentified party aide, Stevenson, and Rep. Antonio Fernandez (D-N.M.).

Retired Rancher's Rites Conducted at Miles City

MILES CITY—Funeral services were here for Herman Anton Jilge, 88, retired rancher of Powder River county, who died at his home in Miles City.

Born in Germany in 1868, Mr. Jilge came from Oklahoma City in 1915 to homestead near Brandenburg. Since 1953 he had lived in Miles City.

Surviving are the wife, Mary, Miles City; and the following

sons and daughters: Rosa Adam, Alaska; Theodore, Warm Springs; Ernest, Brandenburg; Walter, Yakima, Wash.; Woodrow, Co. Hagen; Otto, Oklahoma City; Fred, Sheridan, Wyo.; Rudolph, Miles City; Marien, Wyoming; Hermine Pearson, Oklahoma City; and by a previous marriage, Mrs. Anna Moeller, Mrs. Laura Schuler, Oklahoma City; William Jilge, Brandenburg; Mrs. Emma Schuler, Harrah, Okla.; 18 grandchildren and 15 great-grandchildren.

Aronson Proclaims Union Label Week

HELENA — Gov. J. Hugo Aronson has proclaimed the week beginning Sunday as Union Label Week in Montana.

"As a direct result of labor's combined endeavor to obtain for the wage earner a more suitable share of the fruits of their labor, business everywhere has benefited, first by increased productivity and by an expanded market," the proclamation said.

Larger Turkey Crop Predicted

HELENA — Montana's turkey crop this year is expected to total 84,000 birds, 23 per cent larger than in 1953, a federal-state agency said Thursday.

The Montana Crop and Livestock Reporting Service said about 56,000 birds — 67 per cent of the 1956 crop — are heavy breeds, compared with 49,000 a year ago. It credited the increased turkey crop to lower feed prices.

In the first six months of 1956, shipments of turkey poulters into Montana exceeded hatchery production in the state. Poultry output in the state was 9,600, down 30 per cent from 1955.

Child Injured

GLENDIVE — Larry Meissel, 8-year-old son of Mr. and Mrs. Herbert Meissel of Glendive, was injured when struck by an automobile while he was riding his bicycle on Glendive's Merrill Ave. He is a patient in a Glendive hospital. Driver of the car was Reinhold W. Frank of Glendive.

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Action Being Taken To Return Property

MISSOULA — Final steps were being taken Thursday to return much of Ft. Missoula to the Army. Negotiations have been in progress about a year.

The Army wants to establish an expanded reserve training center at the post.

The deal calls for the federal government to turn some 330

acres of land on the east side of the fort area over to the county in return for the county's relinquishing its lease and option to buy the fort property.



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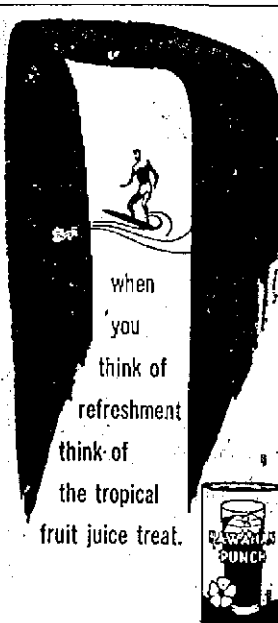
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