

The Milwaukee Road, No More?

Spinks Taylor, April 22nd, 19...*The Milwaukee Daily People's Press*

A franchise rebrand for a newly relocated one? The ownership of the new team in town, the first place (albeit, three weeks into the season) NL West Milwaukee Road has announced a two part plan to put more fans into dilapidated County Stadium seats. "This is THE blockbuster!" began GM Matayc at the team's swanky headquarters at the Blatz Hotel. "We are going to allow our fans to pick our new franchise nickname and, here's the best part, design! yes, design the uniforms, logos, hats, socks, fonts, numbers, everything. Hell, if they do a real good job, I might have them redesign my office here at the hotel. Got to use orange, though, lots of orange. I love the color 'orange.'

"Our second part of the plan is to purchase some prime real estate, hopefully lakefront, develop a transit plan, then design and build a new state of the art stadium, open air, real grass, but with lots more flash and boom. We are still in the planning stage on this one, but if we build it, they will come."

When asked why the rebranding, after only a season removed from the last move and name change, GM Matayc responded, "You know, we kind of moved out of San Diego in a hurry, and I found out our Latino players, and my Latino players, they are the best in the league, and, you know, they were objecting to having to play under the sobriquet 'Conquerors', that's what the team was originally called, the 'Conquerors', but the PR department said, 'hey, it's San Diego, let's go with the local lingo, and that's what we did and I didn't know there was dissatisfaction, no one said nothing to me, and I now hear there's a local talent on the rise, some Felix Fratata or Felipe Peyote, some guy they insist I go see play and that the draft specialists are high on for next season. Christ, after watching Kielbasa play, man that guy can mash, but it's all batting practice. The guy's got no real chance at getting to the plate."

This reporter drilled GM Matayc for not answering the reason for the name change. "Okay, I got to tell you guys, that when we landed in Milwaukee, I thought, 'hey, we're finally off the road', bingo, the 'Milwaukee Road'." When pointed out that the name is currently being used by a financially struggling rail line and whether GM Matayc was worried about trademark infringement, he replied with, "Yes, that certainly does factor into the rebranding, but, honestly, I thought the Milwaukee Road was already defunct, but we will give them their name back, if they want it, or we can work out something, let the lawyers settle it. Wait until you see the list our community outreach has compiled for our fabulous fans to vote on. It's the best list. There is no other list like it. These are all winners."

GM Matayc then pulled a crumpled piece of paper from inside his suit and listed the nicknames under consideration:

the Milwaukee RailRoaders

the Old Milwaukeees

the Milwaukee Sturgeon

the Cream City Schlitz

the Milwaukee MilkMen

the Pabst Blue Ribbons

the Milwaukee Brats
Brew City Tankards
the Milwaukee Braumeisters
the Milwaukee Old Styles

When it was pointed out to GM Matayc the fact that some of the “new” nicknames are names of local beers and might already have been trademarked, Matayc was quoted as saying, “Look, we put an ‘s’ at the end of their names. We make them plural. That should take care of it and if not then we’ll let the lawyers figure it out.”

Don’t forget to cast your ballot at the ballpark! Voting ends at All-Star Break.