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Driskell  
C. 729 A

May 30, 1966

Mr. Opie Shelton  
Executive Vice President  
Atlanta Chamber of Commerce  
Commerce Building  
Atlanta, Georgia

Dear Opie:

Here is the bill for the joint Forward Atlanta/Braves opening day promotion.

We have previously submitted to Curtis Driskell all bills related directly to the Mayor's Dinner. He tells me that, despite the cocktail party, the income from the dinner came within approximately \$215 of equalling the cost of the dinner. Although our budget anticipated some \$2,500 net income from the dinner, I think the Mayor's cocktail party and the wine were excellent additions to the original dinner concept. They marked the difference between ultra first class and something less than first class.

This invoice, including Bell & Stanton's fee for extra staff and extra services, amounts to \$13,555.29. I presume that to it will have to be added some \$215 to make Curtis Driskell's dinner books balance. Thus, the total amount to be divided between the Chamber and the Braves -- and perhaps the Mayor, if he wants a further piece of the action -- is \$13,770.29.

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During all the ten-year history of Bell & Stanton, I doubt that any client -- or combination of clients -- ever got so much for so little. Some of the results were reflected in our most recent report to the Forward Atlanta Committee. Clippings are still coming in. Some of the intangible results can never be measured; but these things we know:

1. One of the objectives of this joint promotion was to fill Atlanta Stadium on opening night and to have a respectable crowd there on the second night. This objective was accomplished. It alone more than pays for the Braves' share.

2. A second objective -- of equal interest to both Atlanta and the Braves -- was that Atlanta welcome the Braves with enthusiasm. The turn-away crowd at the Mayor's Dinner; the tremendous attendance at the parade and the full stadium on opening night say more than we can ever say about the success of this one.

3. Perhaps the most important objective of all was that all America be made aware that Atlanta, with the Braves, had gone Big League. We can never measure the full extent of the accomplishment of this objective. Suffice it to say, it was achieved far beyond our wildest dreams. Atlanta and the Braves had two pages in Life Magazine; almost a full page in The National Observer; a column in Time; a snide, but nevertheless, overall favorable story in Newsweek; all the national television networks, including a special cut-in in the Today Show; a major article in Look Magazine; coverage by Hearst Metrotone Newsreel; and pictures and stories in every major newspaper in the country.

All conveyed the same idea -- Atlanta has gone Big League and loves it.

Let me say in closing that a substantial part of the success of this promotion is due to the overwhelming cooperation our firm had from you, from Curtis Driskell, from Ben Garland, from the Braves' officials, from the Braves' Public Relations Department and from the Mayor's office.

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All in all it was a great success. We are proud to have shared it with you.

Sincerely,

George Goodwin

cc: Mayor Ivan Allen ✓  
Mr. Alan Bell  
Mr. William C. Bartholomay  
Mr. Edward Stanton  
Mr. Jerald Sachs