



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